

# KANTAR

## Evaluation of the Samoan Quota and Pacific Access Category Settlement Information Pilot – Final Report

December 2019



PACIFIC ACCESS CATEGORY (TONGA)

### Getting to New Zealand Checklists

#### Your 4 step plan:

1. Learn how New Zealand is different
2. Find a job
3. Prepare your documentation and visa application (by 15 March 2019)
4. Get ready for New Zealand



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### Planning to succeed

Pacific Access Category (PAC) information for applicants in Fiji

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New Zealand Government

### Planning to succeed

#### Fuafuaga e manuia

Samoan Quota information for applicants in Samoa

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PACIFIC ACCESS CATEGORY (TUVALU)

### Mea e manakogina mo te fano ki Niu Sila

I te avanoaga mo Tuvalu i te PAC (Pacific Access Category) (Tuvalu)

#### Tau palani e 4 sitepu:

1. Tauloto me pefea te kese o Niu Sila
2. Sala sau galuega
3. Fakatoka tau fakatagi ki tou visa pela foki mo nisi pepa e manakogina (ke toka mai mua o te po 15 o Iulai 2019)
4. Fakatoka fakalei mo Niu Sila



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# Executive Summary

## Background and context

New Zealand's International/Humanitarian Policy recognises a historical relationship with the Pacific through the Samoan Quota (SQ) and the Pacific Access Category (PAC) programmes that allow approximately 1,750 people to be granted residence in New Zealand annually.

Registrants are selected via a random ballot process and invited to lodge formal applications for the grant of residence in New Zealand provided they meet the eligibility criteria. If successful in being drawn from the ballots, registrants are invited to attend sessions to learn what they need to do, particularly around the residence visa lodgement and job search processes.

Over the last couple of years Immigration NZ's Settlement Unit<sup>1</sup> has become increasingly concerned about the need for clear and effective information to ensure applicants through the Samoan Quota and Pacific Access Category ballot processes understand the reality of life in New Zealand. In 2017, the Settlement Unit focused on improving post-ballot information to PAC countries (Fiji, Tuvalu, Kiribati and Tonga). In 2018, the Settlement Unit extended this strengthened pre-settlement information to SQ applicants in Samoa as well as continuing to provide it in the PAC countries.

This pre-settlement information was intended to provide SQ and PAC ballot 'winners' with up-to-date information about living and working in New Zealand, the challenges they may face, what can help with these challenges and where they can find assistance.

Immigration NZ wished to evaluate this pilot of pre-departure settlement information to:

1. evaluate whether delivering pre-departure settlement information to SQ and PAC ballot 'winners' helps them to prepare better for migrating to New Zealand and contributes to them settling more easily
2. use what is learnt from this evaluation to inform and improve future information and support services provided to ballot 'winners'.

The evaluation methodology was split into two phases.

**Phase 1: Offshore post-seminar questionnaire, observations and review of what is known from other key sources** – including analysis of responses to a post-seminar questionnaire completed by 564 ballot 'winners' after attending the 2018 seminars, key findings from observations of Immigration NZ's Settlement, Protection and Attraction (SPA) Relationship Managers and Visa Services staff, and a literature review of 16 relevant articles and reports provided by Immigration NZ.

**Phase 2: Extended in-depth interviews in-home/work place (beginning May 2019)** - 13 in-depth interviews were held with migrants and their extended family or work groups who were part of the 2018 SQ and PAC post-ballot sessions and who have arrived in New Zealand.

These interviews (held between May and September 2019) allowed the evaluation to more clearly develop recommendations for future pre-settlement information design and delivery.

## The pilot resources being evaluated

The pilot resources evaluated in this report include the pre-settlement information provided in:

- the presentation 'Planning to succeed' presented in the group seminar. In Samoa, Talanoa videos showing Samoan Quota migrants telling their stories about living and working in New Zealand that were incorporated into the presentations.
- the job profiling interviews (where they touched on pre-settlement information).
- Slideshows or Welcome Show shown in each country as applicants waited – the seminar presentation on loop.
- A 4-Step Checklist in either English or their own language (except Fiji which was English only).
- Four evaluation questions were used to evaluate these resources and the delivery of pre-settlement information.

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<sup>1</sup> Immigration NZ had a realignment in October and the part of the Settlement Unit involved in this work is now under the Refugee and Migrant Services Branch in the new structure.

### **Evaluation question 1: To what extent was the Pilot delivered as intended?**

Overall the post-ballot sessions were delivered as intended. The settlement component of the seminars is the only part that is being evaluated although there will be reference to the entire seminar delivery and process to make sense of the information provided. However, records are not kept on the number attending sessions, so it is not possible to confirm reach of the pilot. Seminars were provided for ballot 'winners' and were followed by job profiling interviews after which the 4-Step checklists were handed out. Some minor exceptions in operations were noted. In Samoa and Fiji, it was observed that the sessions did not go quite as smoothly as planned, due to seminars and job profiling interviews taking longer than had been anticipated. This resulted in some ballot 'winners' having to wait for long periods of time to receive the information. The Welcome Show was not played in Fiji. The job profiling sessions were run differently in Tonga with eight stations set up where ballot 'winners' could conduct the interviews. Responsibilities for running the seminars and job profiling interviews varied by country with Visa Services having more involved roles in Tonga and Samoa. In other markets, job profiling interviews were conducted by Pacifica Labour and Skills Staff only.

### **Evaluation question 2: How well did the pre-settlement information content cover the key aspects SQ and PAC migrants need to know to be well prepared for life in New Zealand?**

The pre-settlement information effectively communicated the broad overarching message that life in New Zealand will be different and hard, and highlighted the types of life skills and emotional traits migrants will need to settle well. Migrants found the 'realistic' tone of these messages helpful. The settlement section of the pre-departure seminar and the Talanoa videos used in Samoa were the core drivers of these messages. By comparison, the content contained in the 'Getting to New Zealand Checklists' were less effective in terms of communicating settlement information.

While 'big picture' themes of saving money, budgeting and working hard were well communicated and internalised by migrants, many migrants felt they needed more practical settlement information to prepare them for the challenges they faced on arrival.

When comparing information presented to the migrants against their actual settlement experiences, migrants identified a number of information gaps that could potentially have a positive impact on their longer-term settlement outcomes. Information gaps included: finding a rental property, the cost of living and budgeting skills, how to avoid debt, how to maintain a warm and dry home and the long-term benefits of improving migrant English abilities. It is notable that Pilot information did not include information about where to seek settlement help and support in New Zealand once migrants arrived.

### **Evaluation question 3: How successful were Pilot communication methods and timing in delivering information effectively?**

Based on the combined observations by Immigration NZ and Visa Services staff, and feedback from migrant interviews, the researchers conclude that the timing, format and cultural competency of Pilot communication methods limited the successful communication of key Pilot settlement messages, and overall impact on the settlement experience of migrants interviewed in the Evaluation.

The timing of the information was a significant barrier to migrant engagement with the content, as at the time of the pre-departure seminar migrants were not ready to receive settlement information as they were focused on information and advice to help them secure a job offer and prepare their visa application. However, the researchers also recognise that there is currently a lack of other off-shore touchpoints available to connect with migrants in the pre-departure period, which means that the pre-departure seminar is currently the only available time to communicate with migrants before arrival. A suggestion to create more touch points is included in the final section of the report.

The format of the pre-departure seminar and Pilot information resources, namely the length of sessions, the amount of written information and the English language content, impacted on migrants' comprehension of key messages, particularly around understanding the costs of living in New Zealand. Migrants interviewed suggested they would have understood more of the settlement information and felt more comfortable asking questions if they could communicate in their own language, and with a settled migrant from their own country. The use of video in Samoa to share past SQ migrant settlement stories was identified by staff and migrants interviewed as a highly effective method of communicating settlement information, whereas the settlement checklists in the 'Getting to New Zealand Checklists' were rarely recalled, or used, by migrants suggesting an issue with the way this information was presented.

Immigration NZ staff also suggest that issues with session logistics (seminars running over time, job profiling interviews taking too long and ballot 'winners' turning up for the wrong session especially in Samoa) in some countries may have further impacted migrant engagement with settlement content, although this was not mentioned by migrants.

Based on the feedback from interviews with staff, researchers identify that the absence of a formal and agreed cultural competency framework to develop the information resources may have reduced the effectiveness of the pre-departure resources. When initially developed in 2017, there was Pacific staff involvement, meaning that some of the content was created with a Pacific lens. However other elements of the resources, such as the amount of information, the use of PowerPoint and the absence of storytelling, meant that this content may have been less effective than it could have been.

While many migrants interviewed appreciated efforts to make communications more culturally relevant (e.g. the inclusion of prayer, tailored photos, and the use of some local language in seminar presentations), researchers note that few of the resources explicitly conveyed messages or were presented in formats that reflected cultural beliefs and norms that are important to Pacific Peoples. The Talanoa videos resonated strongly with migrants as they featured past migrants sharing their settlement stories. However, their impact was limited as they were only developed for use in Samoa.

The Evaluation was unable to determine what proportion of pre-departure ballot winners were reached by pilot resources, as feedback from Immigration NZ staff indicates that seminar attendance data is not recorded.

#### **Evaluation question 4:**

#### **What lessons can be learned to improve design and delivery of pre-settlement information and support by Immigration NZ in the future?**

There is an opportunity for Immigration NZ to develop a coherent, purposeful and culturally relevant settlement communications strategy that better prepares PAC/SQ migrants for life in New Zealand. However, recognising that a number of challenges exist around limited touchpoints currently available, the varied and highly individualised needs of migrants, and the known risk of information overload, future resources and communication methods will need to be carefully designed to have both reach and cut through with the target audience. Researchers recommend that Immigration NZ and Visa Services record seminar attendance to enable the 'reach' information resources to be accurately measured.

To have greater impact, a future settlement information strategy could be developed through a more formal cultural competency framework to ensure information content and delivery reflect the cultural values and norms that are important to Pacific migrants. Resources like the Talanoa videos were considered a good example of information that had strong cultural resonance with SQ migrants, and it is recommended that this format is rolled out across remaining PAC countries.

In the short term, the Evaluation recommends adapting current information resources to focus on priority messages about practical topics that are likely to impact migrants' longer-term wellbeing outcomes, namely, improving their English for better job prospects, avoiding debt, maintaining a healthy home, and empowering migrant spouses to find appropriate work to boost household incomes.

In the longer term, the researchers recommend creating additional 'softer' touchpoints following visa application submission or approval milestones, when migrants are actively thinking about arriving and settling in New Zealand. These additional touchpoints could be delivered via digital communications or social media platforms.

Migrants interviewed in this evaluation indicate a need for greater on-shore face-to-face guidance and support when migrants arrive in New Zealand. Researchers suggest on-shore support could be delivered through the creation of support roles within Immigration NZ, or through investing in community partnerships and community-based information providers that can offer wrap around support to migrants and their New Zealand based families.

# The Evaluation

In setting up the evaluation of the resources used to help prepare ballot 'winners' for settlement in New Zealand, an Evaluation workshop confirmed the purpose and context for the evaluation.

## Evaluation purpose

1. Assess if the pilot successfully delivered pre-departure settlement information to SQ and PAC migrants and whether this helped them to prepare better for migrating to New Zealand and settle more easily in the short term [including review of operations, implementation and service delivery].
2. Inform and improve future information and support services provided to help Pacific migrants to plan for life in New Zealand.

## The evaluand

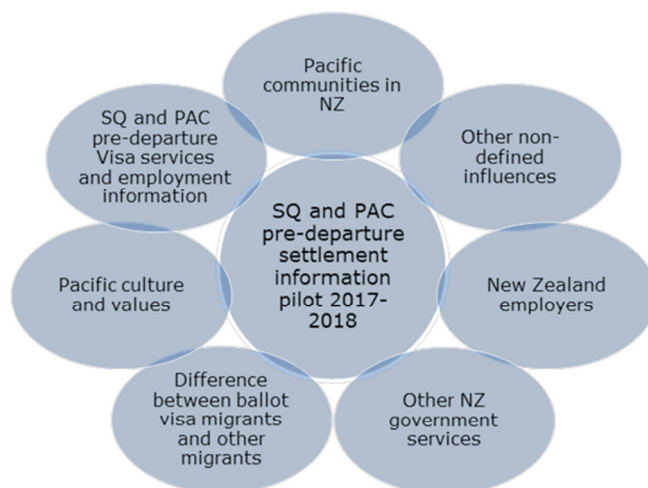
The evaluand is all settlement resources developed for the pre-ballot stage and information sessions for the 2017 and 2018 SQ and PAC ballot 'winners', as well as Immigration NZ's delivery of these resources. The post PAC/SQ seminars have been used because they are the only touchpoint where there is a captured audience to provide settlement information. Focussed settlement information as part of these seminars was delivered in 2017 and with this pilot in 2018. Prior to this, it was really up to Visa Services or Pacific Relationship Managers to provide settlement information. While Visa information and employment information is not directly included, the co-ordination with this information is relevant. The full list of the resources considered in the pilot is:

- Pre-registration fact sheet (only used in 2017).
- The PowerPoint presentation shown in the seminars in each country. In Samoa, Talanoa videos were incorporated into the presentations.
- The job profiling interviews (where they touched on pre-settlement information).
- Slideshows or Welcome Show shown in each country as applicants waited.
- A 4-Step Checklist in either English or country specific language (except Fiji which was English only).

## Evaluation scope

This evaluation did not look to establish a direct link between better pre-departure information and better settlement outcomes, however an important assumption made by Immigration NZ and Kantar is that being better informed about life and settlement in New Zealand has the potential to have some positive impact on some aspects of settlement for some migrants.

It is acknowledged that this pilot did not exist in isolation and that several other significant factors influenced the successful delivery of the pre-departure settlement pilot.



**Figure 1: Influencers on the successful delivery of the pre-departure settlement information pilot.**

Settlement information was delivered together with Visa information and employment information. For the purposes of this evaluation however, the Evaluand is limited to the SQ and PAC pre-departure settlement pilot activities carried out in 2017 and 2018 – the central circle, with most focus on the 2018 resources. While the existence of these other influences (petals in Figure 1) is noted through the evaluation, and their impact on the success of the pilot discussed, they are not directly within scope. The evaluation questions do not cover them and any reported impact from their influence is unlikely to be complete or robust.

There are however two exceptions. The scope was extended to include Pacific culture and values and the unique characteristics of this migrant group.

## Evaluation questions

The evaluation questions<sup>1</sup> as developed from the discussions in the Evaluation Workshop were:

1. To what extent was the Pilot delivered as intended? [including review of operations, implementation/service delivery and reach]
2. How well did the pre-settlement information content cover the key aspects SQ and PAC ballot 'winners' need to know to be well prepared for life in New Zealand? Including:
  - pre-departure planning
  - settling over the first 3-6 months in New Zealand.
3. How successful were Pilot communication methods and timing in delivering information effectively? Including the extent to which:
  - key messages were successfully communicated
  - delivery was culturally competent
  - information reached ballot 'winners' pre-departure
  - ballot 'winners' were better prepared for life in New Zealand (impact)
4. What lessons can be learned to improve design and delivery of pre-settlement information and support by Immigration NZ in the future?
  - How do the resources being developed for 2019 stack up against these recommendations and where can they be further improved for 2020 and beyond?

<sup>1</sup> Note that the term 'migrants' used in the evaluation questions in the evaluation plan has been replaced by 'ballot winners' in this report to clearly differentiate between those receiving the pilot information and those who have migrated to New Zealand.



## Overview of evaluation methodology

The evaluation methodology was split into two phases.

**Phase 1: Offshore post-seminar questionnaire, observations and review of what is known from other key sources<sup>1</sup>** – including analysis of responses to a post-seminar questionnaire completed by 564 ballot ‘winners’ after attending the 2018 settlement seminars, key findings from observations of Settlement, Protection and Attraction (SPA) Relationship Managers and Visa Services staff and a document review of 16 relevant articles and reports provided by Immigration NZ (listed in the Appendix E).

**Phase 2: Extended in-depth interviews in-home/work place** - 13 extended in-depth face-to-face interviews were held with migrants and their extended family who were part of the 2018 SQ and PAC pilot settlement seminars and who have arrived in New Zealand within the last 6 months.

## Phase 2 methodology

The following details the sample breakdown for the 13 migrant interviews.

**Table 1: Sample details for migrant interviews.**

13 x face-to-face interviews with 2018 PAC/SQ migrants N= 26 participants including Principal and Secondary PAC/SQ applicants							
Visa category of Principal applicant	Country of origin of Principal applicant	Number of Principal applicants interviewed	Number of Secondary applicants interviewed	Interview locations	Life stage of Principal applicant	Employment sector of Principal applicant	Method of securing job offer
5 x Samoan quota migrants 8 x Pacific Access Category migrants	5 x Samoa 4 x Fiji 1 x Tonga 1 x Tuvalu 2 x Kiribati	10 x males 3 x females	8 x spouses/partners of Principal applicant 3 x relatives of Principal applicant 2 x children of Principal applicant (aged 17 and 19)	5 x Auckland 1 x Wellington 2 x Queenstown 3 x Ashburton 1 x Warkworth 1 x Te Anau	5 x migrant families with younger children (under 10 years old) 3 x migrant families with older children (11+ years old) 5 x single migrants or migrant couples with no children	Hospitality Food manufacturing Horticulture Manufacturing Forestry Civil service	6 x interviews with migrants who secured job offers through Pacific Quota Employers 7 x interviews with migrants who independently sourced their own job offers

Details of the research process:

- All interviews were carried out from May-September 2019.
- Interviews ranged from 1.5 - 2 hours, and were held in migrant homes, their place of work, or at a local meeting place convenient to the migrant.
- Interviews were conducted by experienced qualitative researchers.
- Where possible, spouses, extended family members and children of migrants participated in Phase 2 interviews, alongside the principal applicant to offer their perspective on the pre-departure settlement pilot information and/or their experience of settling into New Zealand life.

Cultural protocol:

- Throughout the migrant interview process, Kantar researchers ensured cultural awareness was applied
- The research approach was explained using cultural norms and values that are common to many Pacific migrants, e.g. the concept of sharing migrant stories about settling in New Zealand (story-telling) to help other PAC/SQ migrants in the future (reciprocity).
- All migrants had the choice of participating in interviews using English or their local language. Where interviews were conducted in local languages, interpreter support was provided.
- All migrants were given the option of inviting a support person to their interview.

<sup>1</sup> More detail on the Phase 1 methodology can be found in the Phase 1 report in Appendix F.

- An informed consent process was followed to communicate that the research was being carried out on behalf of MBIE/Immigration NZ and that participant anonymity would be guaranteed throughout the research process. All participants (including partners and children) in the Evaluation completed consent forms to confirm their participation was voluntary, and to give permission for the interviews to be audio recorded for research purposes.
- When entering migrant homes, the researchers removed shoes, brought an offering of food, and invited migrants to open and close the interview with prayer, and again before sharing food.
- All principal applicant participants received an \$80 koha to thank them for their participation in this Evaluation.

Participants were recruited using a multi-stage process.

- All migrants were recruited using contact information held by MBIE/Immigration NZ.
- Immigration NZ sent an initial email to PAC/SQ migrants who had provided an email address in the post-seminar questionnaire given out after the seminar at the 2018 post-ballot sessions. This email introduced the objectives of the research, Kantar researchers, and asked participants to opt in and provide further contact details.
- A number of migrants were also identified through Immigration NZ networks of Pacific Quota Employers (PQE) and community stakeholders. Where potential migrants were arranged through Pacific Quota Employers, Kantar liaised initially with employers and then contacted migrants directly, once they had expressed an interest in participating.
- Kantar followed up with migrants that opted in and re-explained the purpose of the Evaluation and the informed consent process. If migrants were happy to take part, the Kantar researcher screened them by email, phone call, and/or text message to ensure they met qualification criteria for this Evaluation.
- Once screened, Kantar scheduled a convenient time and location for the interview to take place. At this stage, migrants were asked if they would like language support during their interview, which was subsequently arranged.
- A key challenge noted by Kantar researchers was waiting for prospective participants to arrive and spend at least 3 months in New Zealand so that they could speak confidently about their settlement experience.

## Limitations to Phase 2 Migrant interviews

Phase 2 applied a qualitative research approach and as such had a relatively small sample size of 13 face-to-face interviews, and 26 participants in total. It was designed to identify key themes and provide depth of understanding of migrant experiences of the pre-departure settlement information pilot, and their experience of settling into New Zealand within their first 6 months of arrival. The small sample size creates limitations in terms of the research's ability to identify differences between and make recommendations for the individual Pacific nations included.

Where differences are clearly apparent, they are commented on, otherwise the results reflect the needs and perspectives of Pacific migrants across all of the PAC/SQ countries. Further research will be required to determine the significance of findings at the individual country level.

All migrants were guaranteed anonymity in the presentation of Evaluation findings. Given the involvement of Immigration NZ staff and Pacific Quota Employers in sourcing potential participants, and the small numbers of migrants from each Pacific country, verbatim comments have not been attributed to individual countries, migrant location in New Zealand, and the method of securing a job offer (Pacific Quota Employer or independently sourced) as this information could potentially lead to migrants being identified.

The evaluation of 2018 pilot resources relied on the migrants' memories of the settlement information delivered at the pre-departure seminars. The fieldwork was conducted after migrants had arrived and been living in New Zealand for at least 3 months, therefore migrants were relying on their memory of information given to them up to 12 months earlier. Therefore, the researchers relied on both spontaneous recall and prompted responses to the pilot resources to inform Evaluation findings.

Migrants could choose which language their interview would be conducted in. If they chose to speak in their own language, language interpretation support was provided. Language needs were identified in the recruitment process and if required, participants could either choose a family member as an interpreter, or an external interpreter provided by Kantar researchers. The researchers recognise for those migrants communicating in English as a second language,

there may have been some limitations around the extent to which the migrant could fully express their thoughts and feelings. Also for those who spoke in their own language, some of the detail of their responses may have got lost through the interpretation. In both cases, the researchers worked with migrants as much as possible to ensure their feedback was well understood.

All contact with migrants was initiated through Immigration NZ, either via an employer, or through an email directly sent to migrants. This had the potential to exclude certain types of migrants, for example those not contactable through these methods, or those who may feel uncomfortable being contacted, or engaging in a project commissioned by Immigration NZ, fearing their participation, or sharing of negative settlement experiences may impact their current immigration status.

## **Cultural lens on the evaluation**

The evaluation used the following to include Pacific cultural values in this evaluation.

Resources were evaluated using the Kapasa<sup>1</sup> framework developed by the Ministry for Pacific Peoples. This is a framework of common Pacific values, namely Family, Collectivism and Communitarianism, Reciprocity, Respect and Belief in Christianity.

The definition of how to best communicate with Pacific Peoples was also explored through interviews with Immigration NZ and local Visa Services staff, and the secondary research review, although little was found from this latter source. While not a validated definition of culturally competent communication, this investigation finding determined that good communication to Pacific People (specifically in this pre-departure stage) should recognise Pacific values, be understandable, be positive, use humour (carefully) and reflect national pride. This definition is used to evaluate the resources.

An evaluation consultant, Dr Suzanna Kelly with significant experience at working with research and evaluation involving Pacific audiences, was used throughout the evaluation to advise on approaches.

Finally, a Pacific researcher, Dr Teena Brown Pulu reviewed the final report for cultural appropriateness and provided an opinion on the cultural aspects of the evaluation. It is acknowledged, that ideally a Pacific researcher would have been involved throughout the course of the evaluation. This opinion is provided in Appendix G.

## **Purpose of this report**

This report covers the full findings from the Evaluation. It builds on the Phase 1 report and some details covered in the Phase 1 report are not repeated in this report. The full Phase 1 report is included in Appendix F. The purpose of this report is to assess the success of the pilot of pre-departure settlement information to SQ and PAC migrants and to provide a view on how these resources and processes could be improved in the future to better help Pacific migrants plan for life in New Zealand.

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<sup>1</sup> <https://www.mpp.govt.nz/language-culture-and-identity/kapasa/>

# Settlement outcomes context

Pacific peoples are one of the fastest growing populations in New Zealand with 344,400 in 2013 and projected to reach 590,100 in 2038 (a 2.2% annual growth)<sup>1</sup>. Migration to New Zealand will always be a part of the Pacific, around 5,000 Pacific migrants come to New Zealand to live permanently on an annual basis.

## Positive settlement outcomes

Migrants from the Pacific had high retention rates<sup>2</sup>. Around 80% of those arriving on a PAC visa in 2005 and 70% arriving on a SQ visa in 2005 were still in New Zealand in 2017. PAC and SQ migrants in this same study reported high levels of satisfaction with New Zealand, with fewer than 5% not satisfied. Similarly, this research found that quota migrants felt well settled in New Zealand, with very few 'unsettled,' and over 40% of both PAC and SQ migrants saying they felt 'very settled'.

The longitudinal study of Tongan migrants<sup>3</sup> found that those arriving from Tonga on a PAC visa were '*earning on average almost 300% more than non-migrants in Tonga, have better mental health, live in households with more than 250% higher expenditure, own more vehicles and have more durable assets*'. It also conservatively estimated a lifetime gain of NZ\$315,000 in net present value terms of moving to New Zealand. Another older study<sup>4</sup> also found a similar result with Tongan ballot 'winners', estimating a 264% increase in income from migrating.

A recent report on Pacific migrant settlement outcomes<sup>5</sup> found Pacific migrants (of which around a third are SQ and PAC migrants) reported similar or better settlement outcomes than other New Zealand migrants on some indicators. Where Pacific migrants were doing well was in social connectivity, feeling safe in the new environment and their sense of belonging to New Zealand.

## Initial settlement in New Zealand identified from Phase 2 PAC/SQ migrant interviews

Migrants interviewed for Phase 2 of this evaluation were asked about their early settlement experiences in New Zealand (the majority of whom who had been living in New Zealand between 3-6 months). Many migrants included in the sample, identified a number of positive settlement outcomes including:

- Higher wages compared to their home countries.
- A wide variety of food choices compared to their home countries.
- Higher quality of education for their children, and a supportive, accessible school environment, e.g. a perception that their children are learning 'more' in terms of reading and writing, teachers and principals are friendly and easy to talk to.

At the time of this evaluation, most of the migrants interviewed felt while they were not yet settled in New Zealand, they were making some progress towards feeling more settled than when they had first arrived. Some migrants attributed feeling more settled to having a job, having received their first pay cheque, moving into their own rental property, purchasing a car, and their children feeling comfortable and happy about going to school. (Barriers to positive settlement outcomes identified by 2018 PAC/SQ migrants will be discussed later in this document.)

*"Feeling settled is having all the things I need for my family." Migrant*

*"We feel more settled once we moved into our own home but we still need a car." Migrant*

*"We're comfortable but we are not settled." Migrant*

When asked what a positive settlement outcome would look like, migrants discussed both their short term and longer-term settlement aspirations, which are detailed below. It was noted that for these migrants, it appeared that many of their settlement aspirations reflect the cultural values of family and reciprocity, identified in the Kapasa framework<sup>6</sup> of common

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1 Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2019

2 The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, 2019

3 The long-term impacts of international migration: evidence from a lottery, Institute for the Study of Labour, 2017

4 How important is selection? Experimental vs non- experimental measures of the income gains from migration, Motu Economic and Public Policy Research - 2006

5 Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2019

6 <https://www.mpp.govt.nz/language-culture-and-identity/kapasa/>

values that are important to Pacific Peoples. It is not possible to say whether this would be true for Pacific quota migrants as a whole.

### **Short term settlement aspirations identified by PAC/SQ migrants** (within first 2 years of arriving in New Zealand)

**Renting their own home.** Many of the migrants interviewed talked about staying with friends and family when they first arrived in New Zealand. For many, this was a helpful opportunity to save money and learn about everyday aspects of New Zealand life such as getting around, shopping at the local supermarket, how to use local public transport. However, these migrants also talked about the challenge of living with others; namely their own loss of independence and feeling like a 'burden' to their host family, and they were overstaying their welcome. For many of the migrants in the sample, finding their own rental property was seen as an important priority. At the time of this evaluation, approximately a third of the sample had moved into independent rental accommodation within a few weeks of the research fieldwork period. These migrants indicated that this was a positive first step towards feeling more settled in New Zealand.

*"I want to rent our own house, rather than staying with other people. So the kids have freedom to do what they like, and can make a mess." Migrant*

**Partner or spouse of principal PAC/SQ applicant has a job and is also earning.** For many of the migrants, having a double income household enabled them to better meet the weekly cost of living in New Zealand (especially in larger cities like Auckland) and helped them save money towards future goals such as paying bond for a rental property, repayments on car loans, and saving money to send back to family in their home country. At the time of this evaluation, a few families in the sample had both the principal applicant and their partner/spouse earning wages, while most other families in the sample indicated they were still looking for partner/spouse employment. The small number of families where both the principal applicant and their partner/spouse were earning indicated that they were feeling more settled as the increase in income allowed them to budget and save more effectively.

**Being able to 'get around' confidently and independently.** Most migrants in the sample talked about being reliant on friends and family in New Zealand to drive them where they needed to go to when they first arrived, i.e. getting to and from work, to and from childcare or school, and accessing local amenities and community activities such as the supermarket, health services and church. For many, being able to get around independently quickly became one of their early settlement priorities. For most migrants in the sample, getting around independently equated to purchasing their own car (often within the first 3 months of arriving), learning the road rules, learning local area driving routes and making sure their driver's licence was valid for driving in New Zealand. For some migrants, the purchase of a car appeared to be an important symbol of their independence in New Zealand. Only a few migrants across the sample talked about learning how to use public transport. Some of those migrants employed by Pacific Quota Employers (PQEs), and who worked with a larger number of employees from their home country, sought carpooling options with other PQ employees.

*"You know what to do and know your way around. Where the supermarket is, the hospital, the police station. You don't have to ask people where to go. That didn't take me very long, a couple of months." Migrant*

*"At first, I was so scared of going into town alone, I always took my roommate. Now I can go by myself and get on the bus." Migrant*

**Improving English speaking ability.** Many of the migrants interviewed acknowledge the importance and role of speaking English in a positive settlement experience, both in terms of building better relationships with English speaking employers and workmates, and for improving their ability to independently access guidance and support about living in New Zealand.

**Children are happy in their new childcare or school setting and improving their English.** Many of those migrants in the sample identified the wellbeing of their children as an important focus of their early settlement in New Zealand. For many, the educational opportunities offered in New Zealand were a key motivating factor in applying for the PAC/SQ ballot. Of the parents spoken to, their priority was making sure their children were settling well into their childcare or school, becoming familiar with the everyday routines and rituals of education that differed from back home (e.g. a more casual and interactive learning environment), and making some progress towards reading, writing and speaking English. Based on interviews with PAC/SQ migrant parents in this research, and also some conversations with children of PAC/SQ migrants, most reported positive settlement experiences around settling into childcare and school.

**Being able to send money back home.** For many migrants interviewed, being able to send money to family back in their home country to improve their quality of life, was a core motivation for applying for a PAC/SQ visa. This is a key priority once migrants arrived and started earning wages in New Zealand. Across the migrant interviews, there were many examples of migrants sending money home in the first few months of earning.

*My brothers aren't employed, we are a very poor family, I need to do my best to help them, my reason is for them. I need to buy them land and build them a house so they have a home" Migrant*

### **Longer term settlement aspirations identified by PAC/SQ migrants (2-5+ years after arriving in New Zealand)**

**Owning your own home.** All migrants identified home ownership as an important future goal to provide stability and security for their families. Some migrants were aware that this goal may be easier to achieve outside of major cities where house prices are known to be prohibitively high and would consider moving to the regions in the future.

*"We came with our plan to buy a house in 5 years." Migrant*

*"A happy life is having your own home and helping send money back home." Migrant*

*"I want to live like Palangi one day. I want to save and live in our own home." Migrant*

**Children are achieving and progressing well through school.** As highlighted in the short-term aspirations, the wellbeing of their children is very important to Pacific Peoples. Migrants talked about hoping to see their children progress through the New Zealand school system, achieving well academically and obtaining higher level tertiary qualifications to improve their future career and earning prospects for the whole family.

*"I want our son to focus on school and move up through the classes." Migrant*

**Becoming a New Zealand citizen.** Gaining New Zealand citizenship was an important long-term aspiration for all migrants interviewed in this research. For many, the freedom and flexibility to travel between New Zealand and their home countries without fear of jeopardising their visa status was an important future consideration. The researchers observed that for many of those migrants interviewed, New Zealand citizenship appeared to offer a sense of future security, and enabled migrants to better plan for their future in New Zealand. For some, New Zealand citizenship appeared to represent the ultimate symbol of successful settlement in New Zealand.

*"I want to know I have the right to stay in New Zealand, so I don't have to worry and can come and go as I please." Migrant*

**Earning a higher wage in a job with better conditions.** Many of the migrants spoken to in this research hoped to progress into better jobs in the future. For some migrants who are currently employed as shift workers, this is about working day shifts. For others this may be about gaining employment in a job that reflects their previous work experience and qualifications from their home countries. A few migrants also talked about wanting to study new qualifications to obtain better jobs in the future.

*"I would like to go back to school and get a New Zealand diploma. I tell my husband to take a course and get a better job." Migrant*

**Being able to travel back to the Islands regularly to visit friends and family.** For many migrants in this research, regular visits back to their home country formed part of their ideal future in New Zealand. The researchers observed that building a new life, while also maintaining connection with family was important to many migrants interviewed in this research. Some migrants talked about wanting to have enough money in the future to be able to visit their home country at least once a year, and travel at short notice for important family events and emergencies.

*"A good life would mean being able to visit home regularly. At least once a year." Migrant*

**To help bring over other family members from the Islands to New Zealand to access better earning and education opportunities.** For many migrants being able to help family back home was one of the main motivations for applying for the PAC/SQ ballot. Many of the migrants interviewed talked about their desire to be well set up in New Zealand with a home and good income to support their other family members to migrate and settle into New Zealand, just as they had been supported by family members when they first arrived in New Zealand.

*"I want to bring my nieces and nephews from the islands here for a better education." Migrant*

## Poor settlement outcomes

Several studies covered in the Phase 1 evaluation report also provide evidence to suggest the existence of less than desirable settlement outcomes for some Pacific migrants when compared to both other migrant groups and the New Zealand-born population.

Although most Pacific migrants have better economic outcomes in New Zealand than they may have had at home, this does not necessarily mean that their incomes catch up with those of New Zealand-born individuals of the same age, education level, and other observable characteristics<sup>1</sup>.

The Phase 1 literature review found the following examples of poor settlement outcomes. More details on these findings and their sources can be found in the Phase 1 report (see Appendix F).

- Many appear to experience downward occupational mobility following migration.
- May be over represented in low-skilled, low paid roles.
- Possible link to reduced health outcomes.
- May be more likely to be on a benefit.
- Indications of a lack of career progression and economic mobility.

## Poor settlement outcomes identified from Phase 2 PAC/SQ migrant interviews

Given the sample focus on PAC/SQ migrants from the 2018 ballot who had been in New Zealand for approximately three months or more at the time of the research, there is not sufficient qualitative data or a long enough period of settlement time in New Zealand to definitively link current settlement experiences with longer term poor settlement outcomes (as identified in the Phase 1 document review above). However, the experiences of migrants interviewed do appear to echo some of the themes raised as contributing factors to poor settlement outcomes. For example, most of the migrants interviewed were in low-skilled, low wage employment across industries including hospitality, food processing, factory work and horticulture.

## Barriers to successful settlement outcomes

A number of barriers to successful settlement from PAC and SQ migrants were identified in the evaluation, both through the Phase 1 research (see Appendix F) and the Phase 2 migrant interviews (included in Appendix B). A summary of these barriers is below. These are revisited in findings in relation to Evaluation Question 2 when pilot content is reviewed.

- Meeting the high cost of living in New Zealand on a low wage, especially if living in Auckland.
- Limited English skills.
- Struggling to find a place to live.
- Partner or spouse cannot find work/unable to work around childcare commitments.
- The cost of maintaining a warm, dry home.
- Incurring debt.
- Having little or no family support.
- Lack of information on New Zealand systems (e.g. health system, employment system) and low levels of confidence around online searching for information and advice.
- A lack of understanding of cultural differences in some workplaces.
- Lack of preparedness for New Zealand (weather, traffic and other differences from home).

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<sup>1</sup> The settlement experience of Pacific Migrants in New Zealand: Insights from LisNZ and the IDI, Motu Economic and Public Policy Research, 2019

# Evaluation question 1:

To what extent was the Pilot delivered as intended?

Including:

- review of operations
- implementation/service delivery
- reach.

Overall the post-ballot sessions were delivered as intended. Records are not kept on the number attending sessions, so it is not possible to confirm reach of the pilot. Seminars were provided for ballot 'winners' and were followed by job profiling interviews after which the 4-Step checklists were handed out. Some minor exceptions in operations were noted. In Samoa and Fiji, it was observed that the sessions did not go quite as smoothly as planned, due to seminars and job profiling interviews taking longer than had been anticipated. This resulted in some ballot 'winners' having to wait for long periods of time to receive the information. The Welcome Show was not played in Fiji. The job profiling sessions were run differently in Tonga with eight stations set up where ballot 'winners' could conduct the interviews. Responsibilities for running the seminars and job profiling interviews varied by country with Visa Services having more involved roles in Tonga and Samoa. In other markets, job profiling interviews were conducted by Pacifica Labour and Skills Staff only.

The 2016 Kantar TNS research 'Understanding Pacific Migrant Settlement Journeys' found that many applicants receive a "rose tinted" view of life in New Zealand from relatives and friends who are living in New Zealand and identified a need to provide ballot 'winners' of the PAC and SQ quota schemes better settlement information, prior to departure for New Zealand.

As discussed earlier, in 2016 Immigration NZ reviewed the provision of pre-settlement information and developed resources which were trialed in 2017 in all markets except Samoa, where the system for working with ballot 'winners' is quite different. Details of the pre-settlement information across 2017-18 are detailed by individual country in Appendix C.

The main differences made to 2018 pre-settlement information are listed below:

- the pre-registration fact sheet was dropped, based on feedback from the local Visa services team that they were not being read by applicants
- Immigration NZ introduced the seminars and checklists and the use of the Talanoa videos in Samoa. Five Talanoa videos were developed using stories collected from Samoan migrants working in New Zealand. The videos covered information about working in New Zealand, money, differences between Samoa and New Zealand, finding a job and getting ready to move.

## Delivery of pre-settlement information in 2018

The Pilot was generally run as intended in all markets in 2018 – as follows:

- Pilot resources were developed in Wellington and sent to the Islands prior to the post-ballot sessions.
- In Tonga, Fiji and Samoa groups of ballot 'winners' were asked to arrive at a certain time. These sessions started with a 50 – 60-minute seminar presentation to all which covered Visa application information (presented by local Visa Services staff members), job information (presented by Pacifica Labour and Skills staff) and pre-settlement information (presented by Settlement staff).
- In Tuvalu and Kiribati, where there are no local Visa Services teams, a Pacifica Labour and Skills staff member ran the full post-ballot session.
- These presentations were followed by job profiling interviews with a Pacifica Labour and Skills staff member where the main purpose was to collect information around skills and job experience to begin the job application process.
- While ballot 'winners' waited for their turn for the group presentations and their job profiling interviews, the slideshow presentation from the seminar was played on a loop. In Tonga, Samoa and Fiji, Settlement staff



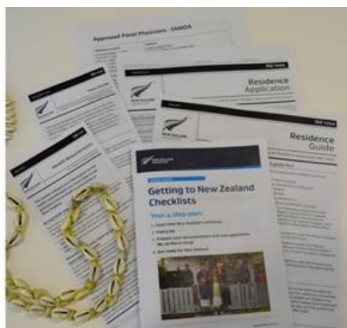
'worked the room' talking to ballot 'winners' about the reality of living in New Zealand and some of the things they might want to think about. Ballot 'winners' also completed a short questionnaire asking about the seminars.

- At the end of their job profiling interviews, ballot 'winners' received an information pack.

**Figure 2: Graphical representation of information pack contents**

### What's in your pack

- ITA Confirmation letter
- Planning checklist
- Forms and guides:
  - INZ1000 Residence application form
  - INZ1121 Health requirements
  - List of Samoa panel doctors



The following table shows the languages that the resources were developed in for each market in 2018.

**Table 2: Pilot resources language available by country in 2018**

COUNTRY	SAMOA	TONGA	FIJI	KIRIBATI	TUVALU
Seminar (PowerPoint presentation)	English only	English only	English only	Mainly English with some translations for titles and 'Planning for Success' slide	Mainly English with some translations for titles, 'Stop Think, Plan' and 'Planning for Success' slides
4-step A5 Checklist	English and Samoan	English and Tongan	English only	English and Kiribati	English and Tuvaluan
SQ Talanoa videos	Samoan with English subtitles				

The following table summarise key aspects of how the post-ballot sessions were delivered in each market.

**Table 3: Post-ballot sessions by market<sup>1</sup>**

	SAMOA	TONGA	FIJI	KIRIBATI	TUVALU
How ballot 'winners' were contacted about sessions	Applicants emailed or phoned. VS staff call applicants two days prior to remind.	By phone (mix landline and mobile) Text messages Email (limited)	Invitations sent by VS staff by phone or email	Local office puts up notice on window with winners and session details. May advertise on radio.	Phone and email or via High Commission.
Number of sessions	20 sessions across 11 days	6 sessions	3 days, 3 per day (9 in total)	4 sessions	2 sessions
Who ran the seminars	VS staff PLS staff Settlement staff	VS staff PLS staff Settlement staff	VS staff PLS staff Settlement staff	PLS staff (no local VS staff)	PLS staff (no local VS staff)
Language seminar given in	VS part in Samoan Rest in English	VS part in Tongan Rest in English	English	English	English
Who did the job profiling interviews	PLS staff and VS staff	VS staff. Set up 8 stations, with PLS staff available for support	PLS staff only (2 present, so could continue interviews while seminars being held)	PLS staff	PLS staff
When given information pack	Handed out at the end of the 1-on-1	At the end as they leave	At the end, otherwise posted if could not attend	N/A	N/A
Other comments		Unique way of doing the job profiling. Multiple stations were set up in a room with Visa Services doing the job profile, while PLS staff wondered around. This meant more sessions could be held at a time.	Some subsequent questions emailed to VS staff, mainly about Visas and jobs. VS staff did not help with job profiling but identified that they could.		

<sup>1</sup> In this table, VS refers to Visa Services and PLS refers to Pacific Labour and Skills

## Exceptions to the planned pilot delivery

The following table identifies the known exceptions to the planned pilot delivery by market:

**Table 4: Exceptions to planned delivery by market<sup>1</sup>**

	SAMOA	TONGA	FIJI	KIRIBATI	TUVALU
Exceptions to planned delivery	<p>Presentations were not received before the arrival of settlement staff from New Zealand due to poor internet connections.</p> <p>Content adjusted based on feedback from local staff. A map of New Zealand was added as well as additional information around car seats and driver's licences.</p> <p>The Talanoa videos and presentation were shown on loop, but due to the room set-up many could not see them well.</p> <p>Timings of seminars were not spaced out enough to allow all the job profiling interviews to happen before the next one was due to start. This created logistical issues with people waiting outside.</p> <p>Some people turned up to sessions other than the one they were scheduled to attend.</p>	No information noted on any differences.	<p>The Welcome Show (the seminar presentation on loop) was not shown.</p> <p>Job profiling interviews took longer than expected and resulted in delays in the timing of the seminars.</p>	No information noted on any differences.	No information noted on any differences.

## Reach of the sessions

It is not possible to conclude from the information provided how successful the sessions and pilot information were at reaching all the ballot 'winners'.

In Fiji it was noted that those who could not attend or arrange for a representative to attend were sent out an Information Pack. It has not been possible to determine how many of these packs were sent out.

In Samoa a Visa Services staff member commented that there was high attendance at the sessions, but we have not been able to determine how or if this was measured.

No information on attendance at the sessions in Kiribati, Tuvalu and Tonga has been able to be collected.

In future, it is recommended that Immigration NZ track attendance more effectively. Not tracking attendance and therefore coverage of ballot 'winners' in-country may limit the ability to provide an effective service.

<sup>1</sup> Based on observation notes and subsequent interviews with Visa Services staff, Pacific Labour and Skills staff and Settlement staff.

## Evaluation question 2:

How well did the pre-settlement information content cover the key aspects SQ and PAC migrants need to know to be well prepared for life in New Zealand?

Including:

- pre-departure planning
- settling over the first 3-6 months

The pre-settlement information effectively communicated the broad overarching message that life in New Zealand will be different and hard, and highlighted the types of life skills and emotional traits migrants will need to settle well. Migrants found the 'realistic' tone of these messages helpful. The settlement section of the pre-departure seminar and the Talanoa videos used in Samoa were the core drivers of these messages. By comparison, the content contained in the 'Getting to New Zealand Checklists' were less effective in terms of communicating settlement information.

While 'big picture' themes of saving money, budgeting and working hard were well communicated and internalised by migrants, many migrants felt they needed more practical settlement information to prepare them for the challenges they faced on arrival.

When comparing information presented to the migrants against their actual settlement experiences, a number of information gaps were identified that could potentially have a positive impact on migrants' longer-term settlement outcomes. Information gaps included: finding a rental property, the cost of living and budgeting skills, how to avoid debt, how to maintain a warm and dry home and the long-term benefits of improving migrant English abilities. It is notable that Pilot information did not include information about where to seek settlement help and support in New Zealand once migrants arrived.

### Key messages

A review of the pre-settlement information shows that the key messages covered were:

New Zealand is very different:

- **Weather** – can be very cold
- **Cities** are much bigger – there is a lot more traffic
- **Speaking English** in the workplace is important
- In Samoa only: **Driving requirements** including car seats

Everything in New Zealand is likely to cost more than you are used to:

- **Money** is important – you will need to budget
- **Rent** is expensive, but the cost depends on where you live
- Do a cost of living calculation using the **cost of living tool**
- **Auckland** may not be the best place to live – Auckland is expensive
- Start **saving** money before you leave

It is important to plan before arriving in New Zealand:

- **Talk** to others about what it is like to live in New Zealand
- Understand that it **can take time to settle** and feel happy

### Immigration New Zealand interviewees' view on content coverage

Immigration NZ staff interviewed as part of the evaluation generally felt that the key messages around planning before departure, cost of living, the importance of English and understanding how New Zealand was different (as covered in the pilot resources used in 2018), were the right information to be giving migrants pre-departure. This assessment was made

on the basis that it covered content usually asked for in one-on-one interviews or later by emails from ballot 'winners'. It also reflected their personal views on what they believed migrants needed to know.

Observations from Immigration NZ staff regarding specific content changes they felt were needed during the 2018 seminars are as follows. More detail on these is provided in the Phase 1 report.

- Content was felt to cover more negative aspects and a balance or softening of some information may be needed.
- More information about the geography of New Zealand - aiding understanding of options outside of Auckland may be required.
- Additional information around differences in life in New Zealand such as information about driving in New Zealand (child seats, seatbelts, cell phone use while driving etc).
- Information around differences in the New Zealand workplace.
- The cost of living tool example shown in the seminar needs to be tailored to the audience. It showed an example of someone working in Dentistry with an income of around \$130,000.

### Ballot 'winners' view on content coverage

Ballot 'winners' were asked in the post-seminar questionnaire about additional information needs they had. These findings should be treated with care due to a number of limitations to English proficiency, potential cultural tendencies to answer questionnaires based on what it is believed people want to hear, and the fact they had not yet migrated. Around 70% of those who completed this question in the questionnaire indicated they would like more information at this point.

Additional information wanted varied by market and is shown in Table 5. More information around finding a job was generally the area most ballot 'winners' wanted more detail on, however information on life and costs of living in New Zealand were also common needs.

**Table 5: Post-seminar questionnaire: Additional information on living in New Zealand wanted<sup>1</sup>**

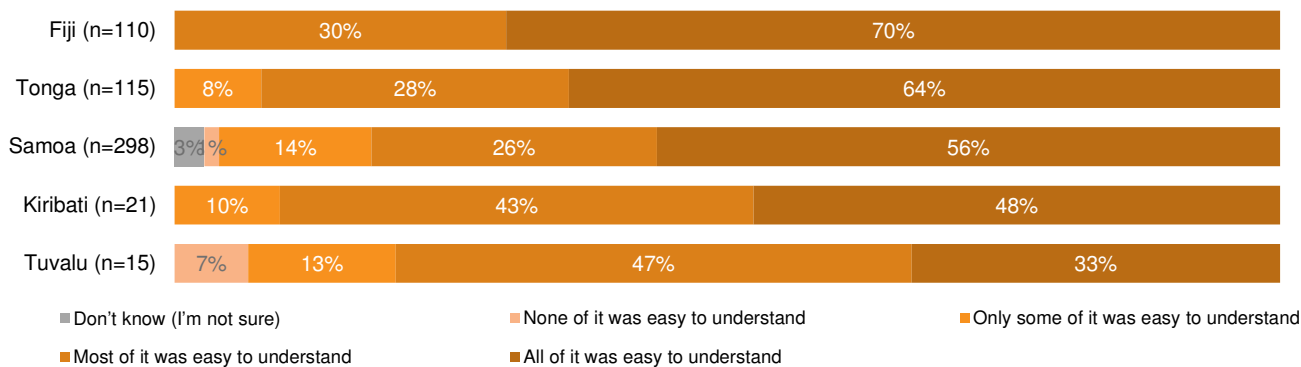
Samoa	Fiji	Tonga	Kiribati	Tuvalu
Finding a job (20%)	Finding a job (31%)	Finding a job (22%)	Finding a job (33%)	Schooling/Education (33%)
Costs of living (13%)	Costs of living (19%)	Living in NZ (12%)	Importance of family connection (17%)	Living in NZ (17%)
Living in NZ/ lifestyle/ culture (12%)	Different areas of NZ (15%)	Schooling/Education (7%)		
Different areas of NZ (11%)	Schooling/Education (10%)	Healthcare/Laws (7%)		
Schooling/Education (9%)	Visa (9%)	Different areas of NZ (5%)		
Importance of family connection (6%)	Using qualifications (9%)			
Budgeting (5%)				
n=219	n=68	n=86	n=18	n=12

More information on these results is provided in the Phase 1 report (see Appendix F).

Most ballot 'winners' felt the information from the seminar was easy to understand. However, people from Samoa and Tuvalu were more likely to indicate they had trouble understanding aspects of the seminars (see Figure 3).

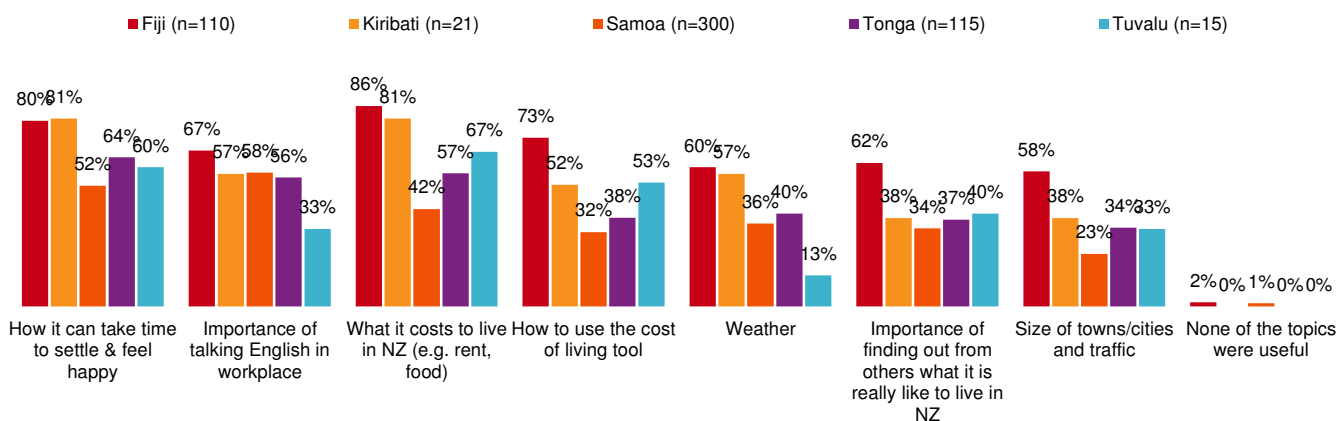
<sup>1</sup> Coded responses to an open question asking 'Is there anything about living in NZ which you want more information on?'

**Figure 3: Post-seminar questionnaire – Was the information about living in New Zealand easy to understand?**



Most topics covered were considered useful by ballot ‘winners’. Topics of more immediate importance such as the time it takes to settle, the importance of talking in English and the cost of living, were generally considered more useful than specifics on weather and traffic (Figure 4).

**Figure 4: Post-seminar questionnaire – What topics were the most useful to you?**



## Migrant perceptions of the content covered

### Overall perceptions

Post arrival in New Zealand, migrants were interviewed about their awareness and recall of the settlement content covered in the 2018 PAC/SQ pre-departure seminars. More specifically, they were asked to what extent the messages and content delivered provided them with the information they needed to know about settling into New Zealand.

Most migrants interviewed felt concurred that the components of the seminars and written checklists focused on visa requirements and criteria for job offers were very helpful in terms of preparing them for their visa application and clarifying criteria for job offers. Many interviewees also found the one-on-one job profiling sessions very helpful in terms of securing job offers from PQ Employers (several migrants interviewed for Phase 2 secured their job offers through these one-on-one job profiling sessions). Most migrants interviewed suggested their main focus at the time of the seminar was on fulfilling visa requirements and getting a job offer, hence their recall about visa requirements and criteria relating to job offers was better than for information about settling in New Zealand.

*“Life in New Zealand is at the end of the process. First, we need that job.” Migrant*

This is further supported by the evidence from the post-seminar questionnaires where ballot ‘winners’ who completed the questionnaire often indicated they were interested in more content about finding a job in New Zealand.

In terms of preparing migrants for settling in New Zealand, many of the migrants interviewed talked about how the information at the seminar helped to communicate a number of ‘big picture’ settlement themes about what to expect when they arrived in New Zealand, for example life is hard in New Zealand, you have to work hard and spend your money carefully. The researchers note that many migrants interviewed used key words like ‘plan’ and ‘prepare’ and ‘save’ throughout their interviews, which echoes the language used in the settlement section of the seminar.

Researchers surmise that the pilot was effective in countering the 'rose tinted' view of what life in New Zealand is like, which migrants and Immigration NZ staff say is often perpetuated in the Pacific. The pilot also worked well in terms of preparing migrants for the emotional aspects and values they needed to demonstrate for a positive settlement experience in New Zealand – working hard, resilience, planning.

While staff interviewed in Phase 1 commented that the tone of the seminar felt somewhat negative, migrants interviewed in Phase 2 appeared to welcome the 'realistic' tone of the settlement messages, which conveyed the sometimes-harsh reality of what life in New Zealand could be like. Researchers note that this 'realistic' tone resonated with migrants, and many indicated this 'reality check' is what they would share with future PAC/SQ ballot 'winners' preparing to move to New Zealand.

*"We need to hear the real truth about [settling in] New Zealand. That's what I would tell someone thinking to come here. They need to know the facts. That it is not easy." Migrant*

Based on their early settlement experiences, many of the migrants interviewed indicated they required a greater level of practical advice and guidance to prepare them for the challenges they would encounter on arrival in New Zealand. However, as stated earlier, settlement information must be rationalised to avoid overwhelming migrants. While a number of the messages covered in the pilot resources were considered relevant to migrants, there is a need to reprioritise key messages to clearly communicate more practical settlement information that has the potential to impact migrants' longer-term wellbeing. The format of this information will have to be carefully considered to improve information uptake and is discussed under Evaluation Question 3.

### **Spontaneous recall of key pilot messages by migrant interviewees**

- Many, but not all migrants, spontaneously recalled the following messages from the 2018 pilot:
- Make the most of this opportunity. Be smart, do not waste it
- Life in New Zealand is not easy, you have to be prepared
- Save money - it will be important to have savings for when you arrive in New Zealand
- The cost of living is high in New Zealand; it is expensive to live here. Rent is expensive in New Zealand
- The cost of living can vary depending on where you live
- Try to be independent
- You will have to work hard to succeed in New Zealand
- You have to go to work every day, and honour your job offer

*"NZ is not easy, have to be ready, have to have everything ready" Migrant*

*"Need a lot of savings in place." Migrant*

*"You've got to rely on yourself, even if you have family in NZ, you've got to earn your own money and support yourself" Migrant*

*"You have to go to work even if you don't feel like it, life is not free in NZ, you have to pay your rent, if you don't work you can't pay your rent or buy food." Migrant*

*"Make sure you serve your company who is giving you a job offer" Migrant*

*"I remember people saying it was so hard, I thought NZ was an easy country, but they were saying it's so hard. If you don't work, you can't eat or pay your bills" Migrant*

### **Migrant suggestions for more practical settlement advice and guidance**

Migrants were asked what information or advice they wish they knew now that they have arrived in New Zealand, and the advice they would give a future PAC/SQ migrant about settling in New Zealand. This provides valuable insights on the settlement messages migrants believe are important to know. The migrant verbatim below indicate an appetite for more practical information, information about how to access further information and support, as well as information that can benefit long term settlement outcomes for migrants:

*"Learn to speak English. It is a life skill and will improve your opportunity." Migrant*

*"Don't be afraid to ask questions." Migrant*

*"Look after your house. If you break something, you have to pay for it." Migrant*

*"You need a car to go where you want to go. You can't walk. We didn't know before we came." Migrant*

*"Expect the unexpected. It is very different." Migrant*

*"Power is expensive." Migrant*

*"Ask for help - the more information you have, the more you can decide what to do." Migrant*

*"Encourage people to study to get a more comfortable job." Migrant*

*"Be prepared financially to kick start your life in NZ. We were surprised by cost of living." Migrant*

*"Bring more clothes, even though I knew NZ was going to be cold I only bought 4 clothes, I was so cold, very small suitcase. I didn't understand. I thought I'd wait till I get here and find the clothes I need" Migrant*

## **Migrant feedback on specific settlement seminar content covered in the 2018 pilot**

### **Figure 5: An example of a presentation slide shown during the settlement seminar**

#### New Zealand differences

- **Weather** – can be very cold
- **Cities** are much bigger – there is a lot more traffic
- **Money** is important – you will need to budget
- **Rent** is expensive, but the cost depends on where you live



Most migrants interviewed believed that communicating differences between New Zealand and Pacific countries was important. The key messages taken from this section were around money and the need to budget and the costs of rent (often interpreted more broadly as the cost of living).

While interviews with Immigration NZ staff suggested migrants were unclear about the pros and cons of living in Auckland, many migrants interviewed in Phase 2 recalled messages presented in the pre-departure seminar around the challenges of living in Auckland, and there are benefits to considering places outside of Auckland to settle.

*"If you go to Auckland, it is expensive. If you find work outside of Auckland, it is cheaper." Migrant*

*"They said come to South Island instead of Auckland as there are more jobs." Migrant*

For some migrants interviewed, these messages reinforced perceptions of Auckland they already knew from friends and family. This message also appeared to be reinforced by information given to migrants employed by Pacific Quota Employers (approximately half the migrant sample interviewed), who often lived in non-urban centres outside Auckland. Many of these Pacific Quota migrants pointed out the benefits of living in non-urban centres outside of Auckland, for example:

- Lower cost of living
- Higher paying jobs
- Less traffic
- Quiet and peaceful setting.

A few of those migrants interviewed also suggested that it felt easier to be independent from New Zealand based family and cultural community when living outside of major cities, i.e. they were able to save more of their money for their immediate needs instead of contributing to extended family living costs and donating to their wider cultural community.



Many migrant interviewees felt the messages around weather and the size of cities were less of a priority for the seminars and in order to cut down the volume of information shown, this information could be removed as many felt they were already aware of these differences. This is further evidenced in Figure 4 above, which highlights the seminar topics that were considered most useful, based on responses from ballot ‘winners’ in the post-seminar questionnaire.

Migrants in Samoa were shown an additional slide of differences about driving requirements, the need for car seats and agencies that can provide support. However, very few Samoan migrants interviewed in this evaluation recalled this information. As previously mentioned, most migrants in the sample appeared to have better recall of the bigger picture themes around the cost of living and the need to budget and save, suggesting these messages were more relevant and helpful to migrants at the time of the post-ballot sessions.

Settlement staff suggested that more content was required around the differences in the New Zealand workplace culture. While not explicitly identified in migrant interviews as an ‘information gap’, many migrant interviewees shared examples of workplace experiences they were surprised by when they arrived in New Zealand. This suggests that information recognising workplace cultural differences and the reality of starting a new job in New Zealand could be relevant in helping migrants prepare for working life in New Zealand. Examples shared by migrants included:

- limiting workplace ‘banter’ with colleagues to work related matters
- feeling uncomfortable to ask employers or colleagues for help
- feeling nervous about interacting with colleagues from non-Pacific backgrounds.

*“I was worried about how to build relationships with co-workers here. It is so different to back home.” Migrant*

*“We talk about work at work. We don’t ask for help.” Migrant*

*“[Working in New Zealand] It’s hard to be honest. You don’t have the knowledge or skills.” Migrant*

SQ migrants employed by Pacific Quota Employers appeared to have more information about what to expect at work. These were provided to them in specific off-shore Pacific Quota Employer information sessions (held separately to the post-ballot session in Samoa). However, these migrants also talked about feeling unprepared for the workplace cultural differences, as these employer seminars typically focused on information about job location, workplace environment, shift-work and workplace safety. Ideally, workplace information would be provided to Pacific Migrants once they have begun to experience a New Zealand workplace, rather than in the seminars, where they are unlikely to be able to relate to it.


Migrants’ experiences suggest that the information needs to go further than stating key differences and needs to communicate to migrants about exactly how to plan and prepare for these differences. For example, the settlement information highlighted that the weather in New Zealand is cold compared to the Pacific, but did not connect the climate with the practical information such as migrants will need to heat their homes well; heating can be expensive but it is important for the health of migrants and particularly young children.


### Migrant feedback on settlement content contained in the ‘Getting to New Zealand Checklists’


Figure 6: A presentation slide shown during the settlement seminar on the 4-step plan

#### Your 4 step plan

1. Learn how New Zealand is different
2. Find a job
3. Prepare documentation and visa application
4. Get ready for New Zealand







Few of the migrants interviewed mentioned talking to New Zealand based friends and family in the pre-departure period about how to prepare for life in New Zealand, which was one of the key settlement messages contained in Section 1 and 4 of the 'Getting to New Zealand Checklists'. Most migrants suggested practical information about settling in New Zealand was provided by family and friends living in New Zealand, once they had arrived in the country.

Many migrants interviewed had very low recall of this resource in general, even though many still had a copy of the booklet at the time of their interview. A few migrants indicated that the content covered in Section 3 around preparing visa documentation was the most useful content in this resource.

The researchers suggest the limited impact of this information resource is driven by its perceived lack of relevance to migrants at the time they received it (at the post-ballot sessions) and the format of the resource, which is further discussed under Evaluation question 3.

*"It was helpful for visa requirements and having right amount of money for visa." Migrant*

## Migrant feedback on settlement content contained in the New Zealand Now website

Figure 7: A screenshot of the New Zealand Now website



Although this is not one of the resources being evaluated, some feedback was received about the New Zealand Now website. Although most migrants interviewed were not aware of the New Zealand Now website, a few interviewees became aware of it through the link presented on the cost of living section of the seminar. Typically, researchers note, these migrants were either fluent or confident speakers of English, and/or had a high level of online literacy and confidence. They visited the specific sections of the website about moving to New Zealand on a PAC/SQ Resident Visa. Examples of how they used the New Zealand Now website are listed below:

- A couple of migrants used the cost of living tool at the pre-departure stage to estimate living costs in the New Zealand town/city they were moving to.
- One migrant recalled clicking on the migrant story videos which they found useful for bringing some of the realities of living in New Zealand to life.
- One migrant visited the website to look for information about the process of applying for New Zealand citizenship, but could not find what they were looking for.

## Evaluation of content based on barriers to successful settlement

The following section reviews the barriers to successful settlement outlined in the first part of this report, and the related post arrival need determined by the evaluation. It then summarises the consequences (either observed by researcher during the interviews or explained by migrants during the interviews) and implications of these information gaps for future resource development.

**Barrier to successful settlement:** Meeting the high cost of living in New Zealand on a low wage.

**Post arrival settlement need:** Understanding the cost of living and learning how to budget.

**Reported or observed experiences based on interviews with migrants:** Almost all the migrants interviewed talked about feeling unprepared for the cost of living in New Zealand, and felt they needed a better understanding of these costs before they arrived. Many migrants talked about the challenges of budgeting in the first 6 months of arriving in New Zealand, in the context of significant set up costs (e.g. contributing money to New Zealand host families, saving for bond on a rental property, car purchase etc), learning about new costs of living (e.g. price of groceries, petrol etc), and for some migrants, irregular and fluctuating incomes.

**Strategies used to meet the identified settlement need:** Many were guided by advice from New Zealand friends and family they were living with. The learning curve was steeper for those who were living independently. Some migrants, who appeared to have a good level of budgeting skills, made sure they prioritised rent and food costs, and sending money back to their home countries. Where possible, they would try to save a little towards future goals like buying furniture or a car. While most migrants interviewed did not recall the cost of living tool featured in the pre-departure seminar, a couple of migrants attempted to use it on the New Zealand Now website but found it too complicated to use.

**Implications:** Many migrants were aware that they needed to save money during the pre-departure period to meet some of the bigger or unexpected 'set up' costs they may encounter on arrival in New Zealand, but many migrants were unsure of how much money they should try and bring with them. Most migrants were aware of the need to budget from information provided in the pre-departure seminar, however *how* to budget well, and examples of the costs they may face on arrival was something many migrants felt less prepared for. Few recalled the cost of living tool featured in the seminar.

What migrants need to know:

- Practical everyday budgeting tips, e.g. prioritising biggest costs, knowing all your costs for each week, knowing where you can cut costs if income drops, tips for cutting costs and saving money.
- Places to go for face-to-face guidance and advice to learn practical everyday budgeting skills.
- An estimated savings target of how much migrants should bring with them to New Zealand to help meet initial settlement costs such as money to contribute to family or friends they may be staying with, transportation costs, buying warm clothes on arrival, bond etc.

**Barrier to successful settlement:** Struggling to find place to live.

**Post arrival settlement need:** Finding a place to live.

**Reported or observed experiences based on interviews with migrants:** Some migrants felt unprepared for how difficult and involved the process was for securing a rental property. For some, the search took many attempts until they had an application approved. A few migrants had to move into temporary accommodation if family could no longer host them, while they continued their search for something more suitable.

**Strategies used to meet the identified settlement need:** New Zealand family or friends carried out property search on behalf of the migrant, shortlisted properties to view and accompanied migrant to viewings, completed property applications and tenancy agreements on their behalf. New Zealand family or friends advised migrant to register on waitlist for Housing New Zealand property.

**Implications:** Given the known challenges of the rental property market, particularity in larger cities, PAC/SQ migrants need to be better prepared when they embark on a property search to enable a better chance for success.

What migrants need to know:

- Where to look to find rental property listings – online and offline sources.
- An overview of the rental process including requirement to pay bond, pay weekly/monthly rent.
- An overview of the forms a migrant may have to fill out including application forms and tenancy agreements.
- An overview of tenancy, property manager / landlord roles, responsibilities and rights.
- An overview of what government assistance might be available to migrants to help them with the cost of moving into a rental property, e.g. accommodation supplement, special needs grant etc.

**Barrier to successful settlement:** Struggling to find place to live.

**Post arrival settlement need:** Setting up a first home.

**Reported or observed experiences based on interviews with migrants:** Migrants talked about feeling unprepared for moving into a new home and how much it would cost to set up a home with basic furniture and equipment needed for everyday living (e.g. beds, chairs, table, kitchen equipment, heaters). Migrants also talked about the process of setting up utility providers as complicated, confusing and overwhelming, and how it was difficult to understand how to choose the best 'plan' for them.

**Strategies used to meet the identified settlement need:** New Zealand friends and family advise migrant to purchase furniture and appliances brand new, on hire purchase. New Zealand friends and family may source donated goods for migrant through own networks, or approach local church. New Zealand friends and family showed migrant how to find second hand goods to set up their new home, e.g. charity shops, Trade Me, local area buy and sell Facebook groups. Migrants simply chose electricity and internet providers their friends and family use, or by 'default' renew contracts with the legacy provider at their new rental property. Those migrants with good English levels and online literacy carried out independent online search on comparison websites for electricity and internet providers.

**Implications:** The absence of accurate and accessible information makes it difficult for PAC/SQ migrants to make informed and empowered decisions and has the potential to result in poor decisions that may impact migrants' wellbeing overtime, i.e. incurring debt through using hire purchase options, paying too much for utilities. While some of this content is contained within the PAC/SQ pages on the New Zealand Now website, few migrants were aware of, or had visited the website.

What migrants need to know:

- Simple, accessible information about the options available to furnish a new home. The cost benefits of buying second hand vs. brand new.
- The risks associated with purchasing items on hire purchase.
- Online and face-to-face information options about where to go if migrants require advice and guidance about choosing utility providers, e.g. Citizens' Advice Bureau, [www.whatsmynumber.org.nz](http://www.whatsmynumber.org.nz).

**Barrier to successful settlement:** The cost of maintaining a warm, dry home.

**Post arrival settlement need:** Maintaining a warm, dry, healthy home.

**Reported or observed experiences based on interviews with migrants:** Based on researcher observations when interviewing migrants during their first winter, there appeared to be an overall low awareness by migrants about the link between poorly insulated and heated homes and health outcomes, as well as how to keep homes warm and dry.

**Strategies used to meet the identified settlement need:** Many migrants across the sample, highlighted a range of strategies they use to cope with keeping warm in the winter; using only one heat source in the house for the whole family; adults and children all sleeping together in one room to stay warm; migrants choosing to wear more clothing to avoid using heating. Several migrants who had been advised by friends and family in New Zealand, purchased a radiant bar heater as their primary heat source, instead of using the heat pump provided in their rental property. This advice was based on the assumption by New Zealand friends and family that heat pumps are too expensive to run.

**Implications:** This lack of awareness and information could potentially negatively impact migrants' and their families' future health and wellbeing as well as mean they use inefficient and expensive heating options. Family and friends can be a potential source of misinformation in this area.

What migrants need to know:

- Easy to understand information explaining the importance of warm dry homes and better health outcomes, particularly for children.
- Simple clear information about choosing a safe, economical and efficient heating to maintain a healthy home.
- Where to go to access information and advice about how to maintain a healthy, warm dry home, e.g. EECA, Sustainability Trust.
- When new regulations on rental property home heating requirements are introduced in 2021, migrants will need to know their rights on this as well.

**Barrier to successful settlement:** Incurring debt.

**Post arrival settlement need:** Buying a car.

**Reported or observed experiences based on interviews with migrants:** Many of the migrants interviewed purchased a car within the first 3-6 months of arriving. Most purchased a car through taking up a zero-deposit car loan offered by a car dealership. For many migrants, their car loan repayments were one of their biggest weekly costs, and few appeared to understand the total cost of the loan, interest repayments and terms and conditions of the loan. Only one PAC/SQ migrant across the sample had been advised by New Zealand friends and family to avoid car loans and were advised to save money and pay for the total cost of a car upfront.

**Strategies used to meet the identified settlement need:** Most migrants took up car loans, based on the advice of New Zealand family and friends. A couple of migrants gained awareness of zero/low deposit car loans through advertising at car dealerships.

**Implications:** Incurring debt so early in their settlement experience has the potential to have a long-term impact on the migrant's financial wellbeing. Family and friends can be a potential source of both information and misinformation in this area.

What migrants need to know:

- The risks associated with taking out a car loan, the impact of interest on car repayments and overall value of the car. Information about other transport options which could be used as an alternative to buying a car, or could be used while the migrant saves to buy a car.
- Places to go for face-to-face guidance and advice about debt avoidance (e.g. budgeting services).

**Barrier to successful settlement:** Partner or spouse cannot find work/unable to work around childcare commitments.

**Post arrival settlement need:** Helping migrant spouse to find work.

**Reported or observed experiences based on interviews with migrants:** At the pre-departure stage, many migrants assumed their spouse would be able to find work in New Zealand, to supplement the household income and help better meet the living costs in New Zealand. However, on arrival, some migrants realised finding jobs for their spouse would be harder than anticipated, especially when a job needed to fit around childcare requirements. Some migrants were not aware that under New Zealand law, children cannot be left at home without an adult until the age of 14 years. Most migrants interviewed were unable to afford paid childcare, and not all had family available to help with childcare.

**Strategies used to meet the identified settlement need:** One migrant approached their employer for a potential job for their spouse; the job required working night shift, which meant their spouse could only work part time and during the day so their child could have adult supervision overnight. Some asked family and friends living in New Zealand to help find a job.

**Implications:** Migrants and their spouses interviewed for this research had a strong desire to look for more work but lack the relevant information around the limitations and parameters of jobs they can undertake. Some migrants and their spouses believe it is difficult for PAC/SQ migrants to find day time work as many of the jobs offered at the time of their visa application were jobs requiring night shifts. Given the challenges of finding a job, some spouses interviewed suggested they may have stayed back in the home country for longer to allow the principal applicant to start their job, find a place to live and save money.

What migrants need to know:

- Expectations of New Zealand law around child safety and supervision.
- Examples of day time or part time work that may be available.
- Examples of where to look for jobs once they have arrived in New Zealand, e.g. Trade Me jobs, Work and Income.

**Barrier to successful settlement:** Lack of understanding around New Zealand tax system and processes.

**Post arrival settlement need:** Help setting up their finances when they start working.

**Reported or observed experiences based on interviews with migrants:** Some of the migrants interviewed experienced challenges relating to the New Zealand tax system. Challenges included not knowing how to apply for an Inland Revenue (IR) number, delays in setting up their Inland Revenue number, uncertainty around how much tax would be deducted from their income. A few migrants also talked about feeling surprised at how much tax was deducted from their income, which caused some financial strain, as they had budgeted for a higher income to meet their living costs.

**Strategies used to meet the identified settlement need:** Some migrants who contacted IR or visited the IR website found the information they received complicated and difficult to understand. Family and friends living in New Zealand were not always able to offer accurate advice and guidance to migrants, and they themselves also lacked knowledge about the tax system.

**Implications:** For a few migrants, delays in receiving their IR number led to delays in receiving their first wage payment, which impacted on their ability to purchase groceries and furniture. Knowing their rights and responsibilities under the New Zealand tax system is an important part of settlement and migrants need to be prepared for what is expected from them and how income tax will impact their take home wages.

What migrants need to know:

- Clear simple information about how to apply for an IR number.
- The importance of applying for an IR number as soon as possible to help set up a New Zealand bank account and avoid any issues with receiving wages.
- Who to contact for assistance with tax related issues.

**Barrier to successful settlement:** Lack of understanding around employee and tenancy rights.

**Post arrival settlement need:** To be treated fairly by employers and landlords and be able to resolve housing issues.

**Reported or observed experiences based on interviews with migrants:** Across the research sample, a couple of migrants interviewed talked about issues relating to their employment or their rental property where they were unsure of their rights. One example included a migrant who was unsure whether they had the right to terminate their employment contract to take on another job opportunity offering better pay and conditions without jeopardising their PAC/SQ visa. In this example, the migrant's employer told the migrant they would lose their visa if they moved to another job. The migrant interpreted information presented in the PAC/SQ pre-departure seminar about 'honouring their job offer' to mean, leaving their job would void their approved PAC/SQ visa and residency in New Zealand. Another example observed by the researcher involved a migrant living in a home with windows that would not close, enabling a permanent draft which made the house cold in the winter and difficult to heat. This migrant assumed it was their responsibility to fix the windows until a friend explained it was the property manager's responsibility for property maintenance. Few migrants were aware of the roles, responsibilities and rights of key stakeholders involved in employment and tenancy situations.

**Strategies used to meet the identified settlement need:** The migrant experiences a negative experience as a tenant or employee, and asks New Zealand based friends and family or workmates what they can or cannot do. Friends and family in New Zealand notice and/or comment on a migrant's situation and advise them of their rights or actions they can take in the specific situation.

**Implications:** Currently migrants rely on the experiences of other family and friends and workmates living and working in New Zealand to advise them of their rights. A lack of information in this area can leave migrants uninformed about their rights and vulnerable to exploitation, which has the potential to lead to negative impacts on their wellbeing.

What migrants need to know:

- Clear and simple information about their employee rights, roles and responsibilities particularly in relation to their PAC/SQ visa.
- Clear and simple information about the roles, responsibilities and rights of key stakeholders in the tenancy relationship (tenants, property managers and landlords), and expectations around rental property condition and property maintenance.
- Migrants need to know where they can go if they have issues relating to their tenancy and employment rights. Given the complexity of this kind of information, migrants are likely to require guidance to understand what they can and cannot do.

**Barrier to successful settlement:** Lack of information on New Zealand systems and low levels of confidence around online searching for information and advice.

**Post arrival settlement need:** Understanding the pathway to New Zealand citizenship.

**Reported or observed experiences based on interviews with migrants:** Most of the migrants interviewed for this research had a strong desire to become New Zealand citizens to secure their futures and allow them to move freely between New Zealand and their home countries. Across the sample, many migrants felt unsure about the process and requirements for applying for citizenship.

**Strategies used to meet the identified settlement need:** Many migrants relied on their New Zealand family and friends to inform them about the citizenship process, and in some cases, family members downloaded and completed application forms on the migrant's behalf. A few migrants with good English levels and online literacy felt confident enough to search for citizenship information through the Immigration NZ or New Zealand Now websites.

**Implications:** Knowing the citizenship pathway and process helps migrants plan for the future and is an important step for migrants to know that they are taking a positive step towards their future wellbeing.

What migrants need to know:

- An overview of the citizenship pathway at the pre-departure stage.
- Where to go for clear and accurate information about applying for New Zealand citizenship (online and offline).

**Barrier to successful settlement:** Limited English.

**Post arrival settlement need:** Improving English ability.

**Reported or observed experiences based on interviews with migrants:** Many of the migrants interviewed perceived their level of English language ability as a barrier to feeling independent and settled in New Zealand. Few were aware of how to improve their English beyond speaking with workmates. Few were aware of how to access free and relevant courses to improve their English ability.

**Strategies used to meet the identified settlement need:** Many said they were heavily reliant on friends and family living in New Zealand to translate or interpret for them across a range of situations including accessing services and/or filling out forms for tenancy agreements, government benefit applications, IR number applications, school enrolment, setting up utility providers etc. A couple of migrants interviewed were prompted by family or friends to take an English class, but they were unsure how to find free courses that they qualified for.

**Implications:** The pre-departure resources currently discuss the importance of speaking English in the workplace and the need to complete an English proficiency test. As reported in the Phase 1 findings, there is significant evidence that suggests clear linkages of good English and successful settlement outcomes. Future information resources should clearly outline the benefits of learning English and how further training and education in this area can be accessed.

What migrants need to know:

- That improving their English ability can improve job opportunities for migrants.
- That learning English could help migrant spouses find job opportunities.
- That improved English could help migrants become more independent in terms of accessing help and support and interacting with New Zealand service providers and government agencies.

- That many English courses are offered free of charge, especially as PAC/SQ migrants are now New Zealand residents.
- Where to look for English courses that are available.



# Evaluation question 3:

## How successful were Pilot communication methods and timing in delivering information effectively?

Including the extent to which:

- key messages were successfully communicated
- delivery was culturally competent
- information reached ballot ‘winners’ pre-departure
- ballot ‘winners’ were better prepared for life in New Zealand (impact).

Based on the observations by Immigration NZ staff, and feedback from migrant interviews, the researchers conclude that the timing, format and cultural competency of communication methods limited the successful communication of key settlement messages, and overall impact on the settlement experience of migrants interviewed in the Evaluation.

Firstly, all evaluation sources agreed that the timing of the information was a significant barrier to migrant engagement with the content. At the time of the pre-departure seminar, migrants were not ready to receive settlement information as they were focused on information and advice to help them secure a job offer and prepare their visa application.

However, the researchers also recognise that there is currently a lack of other off-shore touchpoints available to connect with migrants in the pre-departure period, which means that the pre-departure seminar is currently the only available time to communicate with migrants before arrival. A suggestion to create more touch points is included in the final section of the report.

Secondly, feedback from Immigration NZ staff and migrants indicates that the format of the pre-departure seminar and Pilot information resources impacted on migrants’ comprehension of key messages, particularly around understanding the costs of living in New Zealand. Migrants suggested they would have understood more of the settlement information and felt more comfortable asking questions if they could communicate in their own language, and with a past migrant from their own country. The use of video in Samoa to share past SQ migrant settlement stories was identified by staff and migrants interviewed as a highly effective method of communicating settlement information, whereas the settlement checklists in the ‘Getting to New Zealand Checklists’ were rarely recalled or used by migrants.

Staff also suggested that issues with session logistics (seminars running over time, job profiling interviews taking too long and ballot ‘winners’ turning up for the wrong session especially in Samoa) in some countries may have further impacted migrant engagement with settlement content, although this was not mentioned by migrants.

Finally, based on the feedback from Phase 1 staff interviews and Phase 2 migrant interviews, researchers identify that the absence of a formal and agreed cultural competency framework to develop information resources may have reduced the effectiveness of the pre-departure resources.

While many migrants interviewed appreciated efforts to make communications more culturally relevant (e.g. the inclusion of prayer, tailored photos, and the use of some local language in seminar presentations), the researchers note that few of the resources explicitly conveyed messages or were presented in formats that reflected cultural beliefs and norms that are important to Pacific Peoples. The Talanoa videos resonated strongly with migrants as they featured past migrants sharing their settlement stories. However, their impact was limited as they were only developed for use in Samoa.

## Degree to which key messages were successfully communicated

### Aspects felt to hinder the effectiveness of the communication

Visa Services and Settlement staff interviewed as part of the Phase 1 evaluation identified several factors which they felt hindered the effectiveness of the communication to ballot ‘winners’.

### Amount of information to process

Approximately 20 minutes of pre-settlement information was presented to ballot ‘winners’ in the latter part of a 50 – 60-minute-long presentation, following information on Visa application and Job Information. Across the whole seminar there was a lot of information to take in, and very few attendees took notes. Questions asked later by attendees during the

chats in the waiting room and job profiling interviews indicated that many had not taken in some of the key messages of the presentations.

*“The hour of seminars seemed like a long time with a lot of content to be ‘downloaded’ and there weren’t many attendees who took along a pen and paper to write anything down. Therefore, I questioned how much information was retained from these sessions, and this was reinforced when the Visa Services staff appeared to have a number of follow-up questions from attendees after the seminars.” Settlement Staff Member*

*“From my memory they showed pictures of car seats, that car seats were important, it went on and on” Visa Services Staff Member*

*“Information overload - missed the target” Visa Services Staff Member referring to the full seminar, not just the settlement aspects.*

In Fiji, it was felt by a Visa Services staff member that most seminar attendees ‘believed’ the information, especially as many there had previously been to New Zealand, which helped with comprehension, but that the details taken in were mostly about the job offer.

Migrants interviewed in Phase 2 agreed that the pre-departure seminar felt ‘long’, and that there was a lot of information to take in. Only some migrants revisited the information provided in their seminar ‘packs’ after the seminar to follow up on things that they had not fully understood in the seminar. Typically, migrants talked about following up content about visa and job offer requirements in the ‘Getting to New Zealand Checklist’ as opposed to settlement information.

### **Timing of the delivery of the information**

It was felt by the Immigration NZ staff, especially the Visa Services team, that the post-ballot sessions were not the best time for successfully communicating some of this information. Immigration NZ staff felt that when ballot ‘winners’ have just found out they had won the ballot, they are ‘on a high’ and are very focussed at this point on what they need to do to get to New Zealand – specifically getting a job, completing the requirements of the visa application (including police checks, medicals, proving English proficiency) and having their visa application accepted. They are not in the correct ‘headspace’ to receive detailed information about settlement, when settlement seems so far away and not yet a reality. Some aspects of settlement, such as locations to settle, which are relevant to job seeking, were felt to be more relevant and important at this stage however.

*“I do not think they realise they could benefit from the information yet, I think it will dawn on them when they get to New Zealand.” Settlement Staff Member*

*“Settlement information is down the line, third on the list, it was flying over their heads.” Visa Services Staff Member*

*“I think none of the information stuck except the things to do with successful employees.” Visa Services Staff Member referring to Samoan slides on how to be a good employee (Be honest, loyal, reliable and hardworking)*

*“I think the best time for settlement information is when the Resident team<sup>1</sup> hands over passports.” Visa Services Staff Member*

Visa services and Pacifica Labour and Skills staff noted that most of the questions asked by ballot ‘winners’, both in the job profiling interviews and after the sessions (for example by email to Visa Services in Fiji) mainly focussed on the job seeking and visa application process. This supports the idea that ballot ‘winners’ may be more interested in learning about getting employment rather than settlement at this stage.

Most of the migrants interviewed in Phase 2 confirmed the observations of Visa Services and Pacifica Labour and Skills staff that their main focus during the pre-departure seminar was on receiving information to prepare for securing a job offer and the visa application process. Therefore, many migrants appeared to have better recall of the visa and job offer sections of the seminar than the settlement section.

*“Have to earn at least \$18 an hour otherwise you won’t get application approved, minimum weekly income” Migrant*

*“Need to get everything ready, have all your documents ready.” Migrant*

Many of the migrants interviewed recalled that questions asked at the end of the seminar were typically about the visa process or job offer requirements, as opposed to settling into New Zealand life. Many of the migrants interviewed suggested that a separate seminar focusing on settlement, held after their visa applications had been submitted would be more effective in terms of preparing migrants for settling into New Zealand.

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<sup>1</sup> The ‘Resident team’ is referring to an Immigration officer in the Residence processing team who hands back the physical passport to the applicant once the SQ residence visa application has been decided

## Format of the communication

Observations of Settlement and Pacifica Labour and Skills staff during the seminars were generally of ballot 'winners' not appearing particularly engaged. Few took notes or asked questions. Many looked bored, disengaged or overwhelmed. Shyness and language barriers were felt to impact this as well.

Seminars were usually given in English, although in Samoa part of the presentation was delivered in Samoan which was felt by local Visa Services staff to give applicants a better opportunity to understand. Ballot 'winners' appeared more receptive through more engaged body language (smiles, obviously listening) when information was in Samoan rather than in English.

Many migrant interviewees also discussed the fact most of the seminar was delivered in English and not in their local language. Some migrants and/or their spouses who describe their English ability as 'poor', said they found the seminar content difficult to understand and felt they were not able to take all the information in. Many migrants recalled that few questions were asked by seminar attendees at the end of the seminar. Some migrants suggested this was due to feeling unsure or shy about asking questions in English. A few migrants shared that they, or other attendees with better levels of English at the seminar acted as translators for those that could not understand the English content presented. Some noted that attendees with lower levels of English confidence preferred to ask questions to other attendees in their own language, instead of asking seminar presenters in English.

*"There was a lady at the seminar. She could not understand. I helped her and explained what they were saying in our language." Migrant*

*"It was all in English, which made the seminar feel longer and harder work for my husband." Migrant*

*"It would be better in our own language to really understand." Migrant*

*"It's better having it translated, I can understand if she talks slow but when the lady talks a bit faster some bits I couldn't understand and catch up on the meaning." Migrant*

The 'Getting to New Zealand Checklists' handed out at the end of the job profiling interviews were provided in local languages. Settlement and Pacifica Labour and Skills staff mentioned a sense that in Samoa, some did not speak English well. One of the Kiribati migrants interviewed in Phase 2 did not appear to receive The 'Getting to New Zealand Checklists' in their local language and showed researchers their copy in English.

*"As I spoke to people individually after the presentations as they waited to fill out profiles it was evident who had the language skills and would more than likely be successful and those that were going to struggle as they had trouble having a conversation about what job they wanted or where they were going to live." Settlement Staff Member*

*"The body language of attendees differed markedly – easy to see who was connecting with information and those that were not – for whatever reason – shyness or those that perhaps struggled with English." Settlement Staff Member*

*"I do not think anyone asked questions about settlement. It was not done in Samoan." Visa Services Staff Member*

*"People's eyes glaze over - more responsive to storytelling by own people, in own language." Visa Services Staff Member*

While many migrants interviewed talked about the checklist format being useful for reminding them what documentation to include for their visa application, many did not read it, and the few that did said they were unsure how to use the checklists for the settlement information. Researchers note that the lack of connection between the settlement checklists and a tangible output (i.e. a visa application or job offer), may have contributed to lower levels of engagement with this resource.

*"I just read 'tick this', 'tick the passports.' I wouldn't read that whole pile. I don't like reading" Migrant*

*"They gave me a booklet. I brought it with me but haven't ever looked at it." Migrant*

*"It feels like a lot of reading. I hate reading. No need for more. Video is good for me" Migrant*

*"Maybe it would be useful if someone at the Department of Labour could go through the checklist with you" Migrant*

*"We got some paper. We still have it but we didn't really understand it. It's in English." Migrant*

One migrant talked about how asking family and friends a 'structured' list of questions felt overly 'formal' and did not reflect how they usually interact with their friends and family:

*"I didn't know how to ask these questions to my family. It felt like a job interview. We don't talk like that to each other. They need to give us context of asking these questions in a family setting while watching TV" Migrant*

Many migrants interviewed described the seminar as a 'lecture' or 'school lesson', in terms of being a one-way presentation where the presenter talked at the audience with little or no interaction from the audience. Some migrants said by the time the presenters had gone through the visa requirements and job offer sections, they felt 'bored' and 'tired', which impacted on their ability to pay attention and take in the settlement section of the seminar.

*"I didn't like school, sitting down and listening. The seminar felt like that." Migrant*

*"It was a bit serious and a lot of talking, if I was doing the seminar, I'd inject more lightness." Migrant*

*"Make it fun, that's how I'd do a seminar, our people don't like talking too much so we'd play a little game and sing a song in the middle" Migrant*

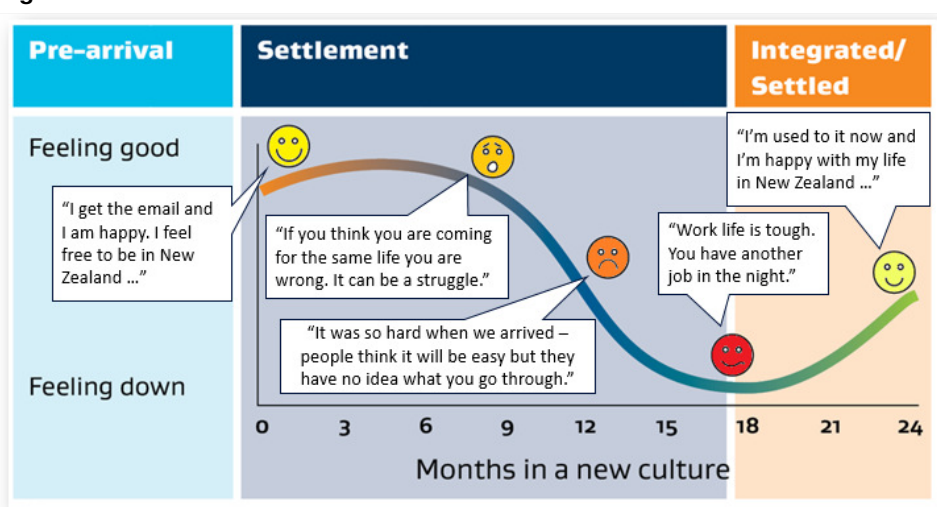
Throughout the interviews with migrants, many talked about accessing information and guidance through asking a person verbally, back in their home countries, as well as once they arrived in New Zealand. For some, this was connected to literacy ability, and for others, they suggested that oral communication played a bigger role in their daily life back in their home country, which meant they had less experience in dealing with written information outside the school or university environment. The researchers observed that migrant recall of, and engagement with the settlement section of the seminar appeared greater than the 'Getting to New Zealand Checklists' as the presenters verbally guided migrants through the written settlement content of the seminar, whereas they were simply handed out the checklist and were expected to review this in their own time after the seminar.

*"I would reduce the number of words where possible, as short and sweet as possible." Migrant*

Migrants across the sample consistently highlighted two slides which were overly complicated, therefore difficult to understand. These were:

- the emotional journey to feeling settled slide, and
- the cost of living tool.

**Figure 8: The Settlement Curve slide**



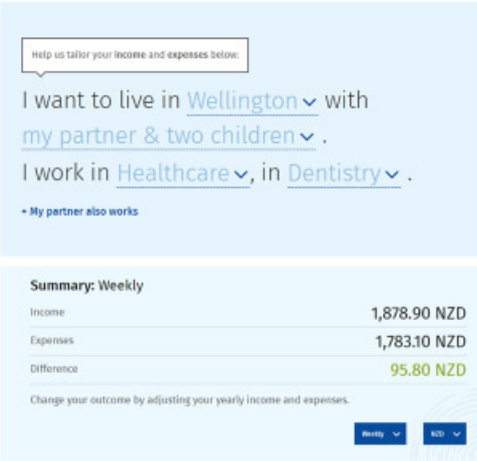
For some the complexity of this slide was driven by the content being in English and not the local language. Some migrants commented that they found the quotes in English difficult to understand. Based on their observations of migrants during the pre-departure seminar, Immigration NZ staff interviewed as part of the evaluation also felt this graph overly complicated, especially with the inclusion of the text boxes.

Furthermore, the researchers note that the use of the graph format to communicate the relatively abstract concept of an 'emotional journey', may also have created a barrier to understanding the message. However, once the content was explained during the evaluation, many migrants agreed that this was important information to convey to migrants to help them prepare emotionally for their settlement experience in New Zealand. Many migrants suggested local languages would improve the relatability and comprehension of this slide. SQ migrants interviewed felt that the Talanoa videos were more effective in communicating the 'ups and downs' of the settlement journey.

Figure 9: An example of the cost of living tool shown at the settlement seminar.

## Cost of living tool

- Enter your job, region of NZ and family size
- The tool will calculate your
  - Likely salary
  - Tax
  - Living costs (housing, food, etc)
- Try it tonight!  
[www.newzealandnow.govt.nz/costs](http://www.newzealandnow.govt.nz/costs)



Help us tailor your income and expenses below:

I want to live in Wellington with my partner & two children.

I work in Healthcare, in Dentistry.

• My partner also works

Summary: Weekly

Income	1,878.90 NZD
Expenses	1,783.10 NZD
Difference	95.80 NZD

Change your outcome by adjusting your yearly income and expenses.

Apply NZ

NEW ZEALAND IMMIGRATION | MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT

Most of the migrants interviewed did not recall the cost of living slide and were not aware that this slide was directing migrants to the New Zealand Now website to access the cost of living tool.

*"It looks helpful but too difficult. What do I need to do?" Migrant*

*"I don't remember this at all, but I am sure it would have been very useful." Migrant*

*"I wanted to know more about how much things were going to cost." Migrant*

*"Going to websites is hard. We are new to the country. We need someone to show us." Migrant*

The few migrant interviewees that did recall this slide were unsure what it was about or how to use the cost of living tool. Some migrants suggested that presenters may not have covered this slide in the presentation or 'rushed' through it to close the seminar.

Once researchers explained that the purpose of this slide was to introduce migrants to a tool that could help them estimate their living costs in New Zealand, most migrants interviewed believed that this kind of information was very helpful. Many migrants said how much it would cost to live in New Zealand was one of their key questions in the pre-departure period, especially once they had received a job offer. Researchers also note that this tool is valuable in terms of educating migrants about how much tax will be deducted from their wage, which was identified as an important information gap in the previous section of this report.

Given the perceived usefulness of this tool by both migrants and researchers, spending more time on guiding migrants through this tool, step by step, and in an interactive way is likely to be very helpful for migrants in their pre-departure planning. Researchers suggest presenters could use hypothetical data across a range of examples (e.g. family size, regions, job types) to work through with migrants in smaller groups so they can experience how to use the tool first hand, and potentially feel more confident using it independently after the seminar, or when their job offer comes through. The researchers suggest that having more tangible information about costs of living could lead to migrants making more informed decisions about their job offers, where they might live and a real sense of how far their wage will need to stretch to cover living costs. Exposure to this tool may also introduce migrants to some basic budgeting skills.

### Logistics of the process

As mentioned, particularly in Fiji and Samoa, seminars were often behind schedule, due to the job profiling interviews and the seminars taking longer than anticipated. This meant that some people attending the seminars had already been waiting for some time, possibly in the sun, and this may have made it harder to concentrate for the hour-long seminar. Additionally, some of the seminars in Samoa were very full as people turned up outside their scheduled time. It was also suggested by staff interviewed that the set-up of the room in Samoa made it difficult for ballot 'winners' to read slide content.

The way in which the job profiling interviews were run in each market also varied and there is room to improve this. In Fiji, a Pacifica Labour and Skills Staff member did all the job profiling interviews and data input of profile details (personal details, skills, job history) by themselves, and Visa Services Staff felt they could have helped more with the job profiling, rather than just being involved in the presentation of the seminar. There were two Pacifica Labour and Skills staff

members involved, which did mean one could do the second seminar, while the other completed the job profiling interviews from the previous group. In Samoa, Visa Services Staff did much of the interviewing and data input but there were comments that they felt that it was repeating a lot of content from the seminars and delivering and organising the seminars overburdened staff who had their regular jobs to do as well. In Tonga, eight different stations were set-up by Visa Services staff for job profiling. There were two Pacifica Labour and Skills staff members there who moved between these stations to give advice as required. This system, while relying heavily on Visa Services staff, seemed the most efficient.

Few migrants spontaneously raised the logistical issues around the running of the pre-departure seminar and one-on-one profiling sessions raised by Pacifica Labour and Skills Staff in Fiji and Samoa, beyond a general sense of the seminars feeling 'long'.

*"The seminar was too long. 1.5-2 hours and then interviews." Migrant*

In part, the researchers hypothesise that PAC/SQ migrants may not have wanted to appear critical of the logistics, as they did not want to appear ungrateful for the opportunity of coming to New Zealand on the PAC/SQ visa, or they did not have any expectations or point of comparison.

## **Aspects felt to help with the effectiveness of the communication**

### ***The use of videos in Samoa***

Most staff interviewed made comments about observing people particularly connecting with the Talanoa language videos shown in Samoa. People were felt to be more attentive when these were on and enjoyed listening to other Samoans tell their stories. While there were only three stories in the videos, a few observers felt that there were too many included, making it too long and a couple of staff had concerns that some of the video content was not always correct. For example, when a comment was made that migrants only get one chance with an employer, and that mistakes were not tolerated.

*"The videos of New Zealand migrants talking about their work and life in NZ was really well received – attendees were very attentive during the videos and there was an audible response to some of the emotional and funny content in the videos. I think there is an opportunity to better integrate the content within the videos to the content in the slides." Settlement Staff member*

*"The videos were on point – possibly too many squeezed into a small space – people were engrossed by videos." Settlement Staff Member*

All SQ migrants interviewed in Phase 2 reiterated these observations. Researchers observe that the Talanoa videos were often the first component of the settlement information that migrants recalled when asked about their experience of the Samoan pre-departure seminars.

*"I liked the videos and listening to people like them. It was much easier." Migrant*

*"Videos, I enjoyed watching the videos" Migrant*

Researchers also observed that SQ migrants in the sample had stronger recall of the content and messages contained in the Talanoa videos, compared to the rest of the information presented in settlement section of the seminar. At the time of their interview, which was approximately 8-12 months after the pre-departure seminars, researchers note many SQ migrants had retained several messages from the Talanoa videos, suggesting the use of video had a positive impact. Verbatim examples of key message take-outs from the Talanoa videos are listed below:

*"Some people find it easy and some people find it hard." Migrant*

*"You have to work hard all the time." Migrant*

*"Love your family, love your children, remember where you came from, what you are here to earn and help your people in Samoa." Migrant*

*"Serve your company well." Migrant*

*"Be thankful for job offer from employers." Migrant*

*"Be honest and work hard every day." Migrant*

*"I remember someone said they almost gave up because of the weather." Migrant*

*"Make sure you go to work on time." Migrant*

SQ migrants interviewed appeared to have a strong emotional connection with 'lived' experiences of real SQ migrants that had settled in New Zealand. Researchers note that the higher level of engagement compared with the rest of the settlement content delivered in the seminar is likely to be at least partly driven by the video's adoption of Samoan as the primary language. Most of the SQ migrants interviewed described the Talanoa videos as easy to engage with as they were in Samoan. Migrants also talked about finding the content of the videos relatable, interesting and entertaining to watch, and provided a welcome relief from presenters talking and showing more text-heavy slides. For all SQ migrants interviewed, the Talanoa videos were regarded as the most informative, impactful part of the settlement section of the pre-departure seminar.

*"Seeing video is enough. It's the easy way for our people. Just show a video to explain. Some people don't speak English, just play a video in Samoan. Easy way." Migrant*

*"Samoan people who came before. Their stories. They share their experience. They share their motivations and goals." Migrant*

Many of the PAC migrants interviewed, who were not exposed to Talanoa videos of migrant experiences at the pre-departure seminars held in their home countries, spontaneously suggested the concept of including videos of previous PAC/SQ migrant settlement experiences to offer a personal, relatable and real-life perspective of living in New Zealand. Many migrants interviewed suggested that those PAC/SQ migrants who had already settled in New Zealand were in the best place to inform and guide current migrants as to what to expect and how to prepare for life in New Zealand.

### **The use of humour**

The use of humour was mentioned by some Settlement and Visa Services staff members as appearing to assist with effectively communicating pre-settlement information in the seminars: for example, locations in New Zealand were related to rugby teams where relevant. Some Settlement staff indicated they used humour to lighten the message that they felt at times came across as too negative.

One Settlement Staff member noted that particular aspects of the Talanoa videos shown in Samoan always made people laugh and hence provided opportunity for engagement.

*"One of the best things I noticed about the videos was that certain lines got people laughing – e.g. "I felt like ditching work the next day" and "I finally got to be a kiwi". People often had a quiet giggle when they heard it. It then presented an opportunity to talk about how kiwi employers value committed employees or to talk about things like kiwis are generally egalitarian in nature." Settlement Staff Member*

However, it was also observed by staff that humour needed to be incorporated very carefully, as there was a risk of being inappropriate or culturally insensitive if not used correctly. Sometimes something a person who is local to a particular country could say was not suitable for someone from New Zealand to say. The recommendation was that all aspects of humour should be checked for appropriateness with the local teams and used with caution.

A few migrants interviewed in Phase 2, commented and appreciated the use of humour in the seminar. There were no comments by migrants about the humour used by presenters being inappropriate or insensitive.

*"The presenters were friendly, they made jokes about rugby which made us laugh." PAC/SQ migrant*

*"It was funny. Humour keeps us awake. If it's funny, we listen." Migrant*

*"It didn't feel like we were dealing with Immigration, it felt like they were helping you get this" Migrant*

### **Offshore Visa Services and New Zealand-based staff working together to develop the content**

There was limited collaboration prior to the post-ballot sessions between New Zealand-based Settlement staff developing the pilot resources and the local Visa Services team. The input from the offshore Visa Services staff was felt to improve the relevance and quality of the content (particularly in Samoa where the presentation was done 20 times). It was done as an iterative process as needs surfaced. Both the local Visa Services staff and the Settlement staff felt more, and earlier, collaboration would improve the resources further.

*"Would be helpful and there'd be value in myself and colleagues from other markets to meet [Pacifica Labour and Skills Staff] in advance to plan seminars. There can be a danger in leaving it until the last minute. It would help build consistency between offices" Visa Services Staff Member*

*"For future seminars I think there is an opportunity to work more collaboratively across all the business units from the inception." Settlement Staff Member*

### **Casual conversations held after the seminars**

While ballot 'winners' were waiting for their job profiling interviews, Settlement staff would 'work the room', asking people if they had any extra questions or how they found the seminar. While some were unwilling to talk, possibly perceiving the conversation a test, or due to poor English or shyness with authority, others did open up. Settlement staff felt that for some ballot 'winners' this setting was a more comfortable and effective way to communicate information.

### **The degree to which delivery was culturally competent**

Based on the feedback from Phase 1 staff interviews and Phase 2 migrant interviews, researchers identify that the absence of a formal and agreed cultural competency framework to develop the information resources may have impacted on migrant engagement with the content and messaging.

The degree to which the communication for the Pilot was culturally competent was determined through assessing the pilot resources against:

- Core Pacific values as outlined by the Kapasa framework developed by the Ministry for Pacific Peoples. This is a framework of common Pacific values, namely Family, Collectivism and Communitarianism, Reciprocity, Respect and Belief in Christianity.
- A list of aspects felt by the Pacific-based Visa Services and Pacifica Labour and Skills staff interviewed to be needed for culturally competent communication. Namely, being understandable, recognising differences between Pacific nations, being positive, using humour (carefully) and reflecting national pride.

Immigration NZ staff interviewed as part of Phase 1 felt that little formal attempt had been made to explicitly incorporate culture and values in the development of the pilot materials. They reported that time constraints and available personnel had been factors in this and that this is a potential area to improve the process in the future.

*"The local [Immigration NZ] managers and staff had some great insights and we should tap into them more prior to seminars so we can use all the local knowledge available." Settlement Staff Member*

Migrants interviewed for Phase 2 identified aspects of the pre-departure seminar which reflected their culture, however many migrants described the pre-departure seminar and information resources as 'designed by Palangi' which made the information harder to engage with.

*"It was a Palangi event, mainly because they speak English." Migrant*

*"Our people don't read information. They ask someone to show them how to do things. That's our way." Migrant*

Examples of cultural relevance identified and appreciated by migrants included presenters opening and closing with a prayer, the tailored use of photos of people for each individual country seminar, and the inclusion of local languages on seminar presentation title and divider slides.

*"I was shocked when the lady stood up and asked if anyone wanted to say a prayer, that was nice" Migrant*

The Talanoa videos shown in Samoa appeared to demonstrate the highest degree of cultural connection, as they were delivered in local language and used story telling from real migrants to share their settlement experiences. While not shown in the other PAC countries, many PAC migrants interviewed spontaneously suggested that Talanoa style videos featuring real life migrants and their real stories felt more culturally relevant and accessible than the written resources used during the 2018 seminars.

Many migrants felt that settlement seminars would be more relatable and engaging if local language was used, presenters were local, or even past PAC/SQ migrants.

*"Would be easier if a local did it, it's not local, because if it's a local it would be easy and fast. They would know what needs explaining and it wouldn't be this long" Migrant*

*"People like me, easy to relate to." Migrant*

*"A good presenter is someone who is Samoan, who has experienced life in New Zealand, who went through the same experiences as us." Migrant*

*"It would be good to have a person from our country to share their experience with our own people" Migrant*



## Cultural competency – review of resources against Kapasa values framework:

The following tables summarise the evaluation’s review of the 2018 pilot resources against the key cultural values identified in the Kapasa framework and the cultural communication guidelines identified by Pacific-based Visa Services and Pacifica Labour and Skills staff

An expanded version of these tables including researcher suggestions on how to better reflect Kapasa values and cultural communication guidelines in future resources is provided in Appendix D.

**Table 6: Review of resources against the Kapasa framework**

Pacific Value	Kapasa definition of value	Evaluation of resources against value
Family	Pacific peoples live in extended families. The family is the centre of the community and way of life. Every person belongs to a family, aiga and kainga and belonging. Ancestry and a sense of place involve a kinship with what and who has gone before.	Little in the resources acknowledges the extended family group, the impact of leaving their family, aiga or kainga and ways to adjust to this change once in New Zealand. The resources do not identify where migrants can go for support and guidance in New Zealand in the absence of having family to lean on in New Zealand.
Collectivism and Communitarianism	Most Pacific peoples are communal people. Their way of viewing the world and doing things is mostly driven by what is commonly perceived as acceptable to the community. This includes teamwork, consultation and co-operation, with all members striving to work together to achieve common goals through a consensual approach.	The resources do not seem to particularly acknowledge this value. Given the cultural importance of collectivism, communicating the importance of being independent in New Zealand can be a difficult concept for migrants to understand, both in emotional and pragmatic terms.
Reciprocity	Acknowledging the value of relationships and obligation of care between individuals and groups interacting for a shared purpose. Mutual help and interdependence are viewed as more effective than individualism.	There is little recognition of the value of reciprocity in the pilot resources. The impact of written pilot resources on migrant settlement experiences is likely to be limited given that migrants are more accustomed to being ‘shown’ the way by family and friends. The Talanoa videos were a good example of reciprocity in terms of migrants sharing their stories to help others.
Respect	Pacific peoples learn from an early age to show respect when relating to one another. This is an expected behaviour, including respect towards elders, parents, women, children and people in positions of authority. Respect includes keeping face, acknowledging someone’s status and observing proper etiquette.	There was some sense from Pacific Labour and Skills staff interviewed that a respect for hierarchy may have created barriers to asking questions openly during the seminars and one-on-one sessions, e.g. having large seminars with diversity of age and status present, and viewing staff from Immigration NZ as authorities Most of the SQ migrants clearly recalled the example of respecting their employer through working hard and going to work every day shown in the Talanoa video, which suggests this message had cultural relevance, and was easy to engage with.
Belief in Christianity / spirituality and religious practices, customs and protocols	An emphasis on Christian spirituality and religious practices, and customs and protocols. This will have developed over time and are the traditional or accepted way of doing things.	Current resources do not provide any information about the settlement support churches can provide, and how to find churches of different denominations and or Pasifika churches that conduct services in specific Pacific languages, and/or have a significant Pasifika congregation. Migrants acknowledged and appreciated presenters opening and closing the seminars with a prayer.

**Table 7: Review of the pilot resources against the culturally competent communication guidelines identified by Pacific-based Visa Services and Pacifica Labour and Skills staff**

Communication guideline	Evaluation of resources against guideline based on Phase 1 staff interviews	Evaluation of resources against guideline based on Phase 2 migrant interviews
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Communication guideline	Evaluation of resources against guideline based on Phase 1 staff interviews	Evaluation of resources against guideline based on Phase 2 migrant interviews
Resources are able to be understood	<p>Resources are generally considered to be simple enough to understand by most English speakers, but as some attending the seminars do not have good English, there is concern that much will not be understood.</p> <p>Lower levels of education in some markets, especially Kiribati, were also noted as something that may make some aspects of the presentation, for example the cost of living tool, harder to understand quickly.</p>	<p>Resources were understood by some but not all due to use of English as the main language of the pre-departure settlement information resources.</p> <p>The format of some of the resources also created barriers to comprehension and message uptake. Specifically this included too much written information and complexity of the cost of living tool in the pre-departure seminar, and the checklist format of settlement information questions to ask in the 'Getting to New Zealand Checklist'.</p> <p>The Talanoa videos were much easier for SQ migrants to engage with and understand, reflected by their strong recall of the messages contained within this resource. This was likely driven by the use of local language and the story-telling approach which is a key part of Samoan culture.</p>
Resources recognise the differences between Pacific nations	<p>The resources were customised for each nation in terms of photos used and using local language for key dividers.</p> <p>Most settlement information was generally generic, except for Samoa with the Talanoa videos and some additional information on aspects such as driving, workplace practices etc.</p>	<p>Migrants acknowledged and appreciated seeing people from their home countries and other migrants represented in the resources.</p> <p>The use of photos of people from their home country and local language used on divider slides in the pre-departure seminar helped build connection and personal relevance with migrants.</p> <p>The Talanoa videos were particularly effective at communicating the differences between the New Zealand and Samoan way of life.</p>
Resources include positivity	<p>In some markets, the seminars began with a positive message around 'congratulations on winning the ballot' and the positives this could bring for their families.</p> <p>The settlement information presented was considered to be fairly negative, but this needs to be balanced with the need to temper expectations.</p>	<p>The use of photos of happy migrants living and working in New Zealand and sharing of positive settlement experiences through the Talanoa video resonated with many migrants, and helped to balance the sometimes 'hard-hitting' realities of settling into New Zealand life.</p>
Resources use humour - carefully	<p>Humour is considered useful for engagement but must be appropriate to the local culture and respectful. A local may be able to get away with humour that if presented by a non-local could be deemed as rude or culturally insensitive. There is a risk of appearing too casual, where the hierarchy is not recognised.</p> <p>Humour was not deliberately included in the resources, although staff observed that aspects of the Talanoa videos did make ballot 'winners' laugh.</p> <p>Settlement staff began to use humour in their verbal presentations to build rapport.</p>	<p>Some migrants acknowledged and appreciated the use of humour by Settlement staff in delivering pre-departure seminars as it helped to create a more relaxed environment during the seminar.</p> <p>There was no mention from migrants that the humour used was insensitive in any way.</p>
Resources recognise national pride	<p>Pacific migrants often have a desire to represent their country well in New Zealand, to bring honour on their home country through their behaviour and success.</p> <p>This is not represented in the materials.</p>	<p>Some migrants talked about the importance to them of celebrating cultural events from their home country in New Zealand, including cultural dance events, celebrating national Independence Days etc to maintain a connection and show respect to their home country.</p> <p>For some migrants, the photos of people from their home countries tapped into their sense of national and cultural pride.</p>

The evaluation concludes that the pilot resources were not developed from a starting point of cultural values, which meant the information fell short on many aspects of cultural competency both in the format of the information and the content of the information.

The evaluation recognises an opportunity to improve the cultural competency of future resources in terms of messaging and delivery through the development of a clear internal process to ensure all future resources are developed within an agreed cultural competency framework and involve Immigration NZ's own Pacific staff as well as Pacific-based Visa Services staff.

The Talanoa videos used in Samoa provide valuable learnings about how to communicate information in a culturally relevant and engaging way, by harnessing the power of the migrant voice, and using oral story telling as a tool to communicate key messages.

### **The degree to which pre-settlement communications reached migrants pre-departure**

All ballot 'winners', on discovering they were successful in the ballot, were requested to attend a local seminar where they would listen to a settlement presentation, and then have the one-on-one interviews to help them prepare their job profiles. The Evaluation was unable to determine what proportion of pre-departure ballot winners were reached by pilot resources, as feedback from Immigration NZ staff indicates that seminar attendance data is not recorded. In Samoa, it was felt by Visa Services staff that nearly all successful applicants attended, although it was not clear if this was just the principal applicant, or secondary applicants as well. The researchers have not been able to determine at the time of writing whether there was good attendance in other countries.

All migrants who participated in Phase 2 interviews were included on the basis that they attended the pre-departure seminar. Many spouses of principal applicants interviewed in Phase 2 reported they also attended the pre-departure seminar, along with the principal applicant. In many cases, the spouse had better English than the principal applicant, which meant they could offer translation support to the principal applicant during the seminar.

Almost all recalled receiving the 'Getting to New Zealand Checklists' at the seminar, and many migrants still had a physical copy of the checklists, which they showed the researcher at the time of their interview. However, as previously mentioned, few migrants used the settlement sections of the checklist in any meaningful way.

### **The degree to which ballot 'winners' were better prepared for life in New Zealand as a result of the pilot resources**

Based on interviews with migrants in Phase 2, the settlement information provided to migrants in the pre-departure seminar and 'Getting to New Zealand Checklists' had limited impact on preparing migrants for their actual settlement experience in New Zealand. As a result of the pre-departure information, migrants felt better prepared for completing and submitting their visa application and the key criteria required for job offers.

Researchers conclude that the pre-departure information did have a positive impact on getting migrants into the right mindset for settlement in New Zealand, i.e. life in New Zealand is hard, you need to save, budget and work hard. However, the pre-departure resources appeared to be less impactful in terms of providing the practical information they required when they first arrived.

It is important to note the Talanoa videos were the most important driver of these messages through the sharing of migrant experiences in Samoan, however these videos were only shown to SQ ballot 'winners' in Samoa. Developing these videos for other PAC country seminars is likely to improve the reach and impact of these resources.

It is evident from the interviews with migrants in Phase 2 that many migrants had significant information 'gaps' on arrival around some key aspects of settlement in New Zealand that could have a negative impact on the longer-term settlement and wellbeing outcomes for PAC/SQ migrants. For example:

- The impact of buying a car or household items on a zero/low deposit loan or hire purchase, and the impact of debt burden more generally on migrant wellbeing.
- The process of finding and securing a rental property.
- How to maintain a warm, dry and healthy home.
- Guidance to help spouses find part time work that fits around childcare needs.

Researchers also note that information and messaging around learning English is important for improving long term settlement outcomes, as well as practical information on how to access free English courses in New Zealand which was missing from the pre-departure settlement information.

While many migrants turned to family and friends to provide the information and support they needed to address these gaps in settlement information, this was not always an accurate source of information and advice. A few migrants who did not have family to turn to, were unsure where to turn for information, advice and guidance.

Researchers suggest that the pre-departure settlement information may have had a more positive impact on those migrants fluent in English or with higher levels of English language ability, as they were more likely to understand and engage with key settlement messages. For these migrants, settlement information appeared to act as 'useful reminder' to reinforce what they already knew about life in New Zealand. Some of these migrants, especially those with a higher level of online confidence were more likely to follow up on the 'prepare for your life in New Zealand' message by independently searching for information online about settling in New Zealand, before their departure in order to educate themselves about different regions in New Zealand, costs of living, the process of renting a home and schools in New Zealand.

Researchers note that while key information migrants needed to know about settling in New Zealand was missing from the 2018 pre-departure information, there were a number of other barriers and challenges that impacted on the PAC/SQ migrants' ability to prepare for life in New Zealand. These barriers and challenges are summarised below:

**Timing:** Many ballot 'winners' may not be ready for most settlement information at the pre-visa application point, as moving to New Zealand is not yet a reality.

**Amount of information:** Researchers noted that the amount of written content delivered through the Pilot communications may have created a barrier to engagement with the seminar and checklist resources. Staff observations and interviews with migrants indicate there was too much information contained in the pre-departure seminar overall. Having sat through both the visa application and job offer sections of the seminar, many migrants were too tired to engage with the final settlement section of the seminar.

**Format:** The information was delivered in English and not local languages which created a barrier to engagement and comprehension for some migrants.

**Cultural competence:** Pilot resources were not developed from a starting point of cultural values, which meant the information fell short on some aspects of cultural competency both in the format of the information and the content of the information. Interviews with migrants suggest that Pacific Peoples may be more accustomed to learning through the sharing of stories, and potentially having more verbal guidance when navigating complex information.

## Evaluation question 4:

### What lessons can be learned to improve design and delivery of settlement information and support by MBIE in the future?

There is an opportunity for Immigration NZ to develop a coherent, purposeful and culturally relevant settlement communications strategy that better prepares PAC/SQ migrants for life in New Zealand. However, recognising that a number of challenges exist around limited touchpoints currently available, the varied and highly individualised needs of migrants, and the known risk of information overload, future resources and communication methods will need to be carefully designed to have both reach and cut through with the target audience. Researchers recommend that Immigration NZ and Visa Services record settlement seminar attendance to enable the 'reach' of information resources to be accurately measured.

To have greater impact, a future settlement information strategy should be developed through a formal cultural competency framework to ensure information content and delivery reflect the cultural values and norms that are important to Pacific migrants. Resources like the Talanoa videos were considered a good example of information that had strong cultural resonance with SQ migrants, and it is recommended that this format is rolled out across remaining PAC countries.

In the short term, adapting current information resources is recommended to focus on priority messages about practical topics that are likely to impact migrants' longer-term wellbeing outcomes, namely, improving their English for better job prospects, avoiding debt, maintaining a healthy home, and empowering migrant spouses to find appropriate work to boost household incomes.

In the longer term, creating additional 'softer' touchpoints following visa application submission or approval milestones, when migrants are actively thinking about arriving and settling in New Zealand is recommended. These additional touchpoints could be delivered via digital communications or social media platforms.

Migrants interviewed in this evaluation indicate a need for greater on-shore face-to-face guidance and support when migrants arrive in New Zealand. Researchers suggest Immigration NZ consider options such as on-shore support which could be delivered through the creation of support roles within Immigration NZ, or through investing in community partnerships and community-based information providers that can offer wrap around support to migrants and their New Zealand based families.

The following section builds on the insights gathered in Phase 1 and 2 of this Evaluation and brings together the key learnings and considerations needed to develop a future information strategy to migrants.

It is important to recognise that PAC/SQ migrants arrive in New Zealand with different levels of preparedness for settlement, in terms of the support available to them, and their level of English and online confidence. Therefore, information, advice and guidance needs can vary greatly between migrants. It is unlikely that current resources provided by Immigration NZ to PAC/SQ migrants, i.e. the pre-departure seminar, Talanoa videos (Samoa only), 'Getting to New Zealand Checklists' and the information on the New Zealand Now website will ever be comprehensive enough to cover all the information required to completely meet the needs of every PAC/SQ migrant in the future.

However, it is possible to develop information that addresses a number of key commonly faced settlement issues by migrants, and deliver messages in a way that is culturally relevant to a wide range of Pacific cultures.

The learnings and recommendations in this section focus on:

1. Addressing the limitations of the 2018 pre-departure settlement information pilot and how the current resources can be adapted to communicate key messages more effectively and efficiently.
2. The cultural values that are required to inform the development of a future information strategy, in terms of content, messaging and format.
3. A range of potential longer-term initiatives for Immigration NZ to consider that could support the delivery of a 'refreshed' settlement information strategy for PAC/SQ migrants.

The following table identifies the limits with the 2018 pre-departure settlement information pilot based on combined feedback from staff and migrants and suggests potential implications for a future PAC/SQ information strategy.

**Table 8: Summary of issues with the evaluated resources and implications for Immigration NZ**

Key issues	Implications
<p><b>The timing of the information:</b> Staff observations from Phase 1 and interviews with migrants indicated that migrants were primarily focused on visa application and job offer criteria, rather than settlement information, at the time pre-departure seminars were being delivered. This impacted on engagement and retention of key settlement messages due to them being less relevant at that time.</p> <p>Staff, migrants and researchers agreed that the ideal time to talk about settlement is after a visa application is approved and moving to New Zealand is a reality. However, touchpoints at this stage in the process vary by country. For example, Samoan migrants that secure a job offer through a Pacific Quota Employer have an additional touchpoint available already, but in most other countries, there are no other touchpoints.</p>	<ul style="list-style-type: none"> <li>▪ Immigration NZ could explore options for creating new touchpoints and channels to help achieve wider reach and provide more tailored information delivery.</li> <li>▪ Consider providing more targeted 'direct marketing' messaging that is linked to key Immigration NZ-to-migrant communication touchpoints, for example, a social media or email message that provides tips on how to prepare for settlement in New Zealand which is provided at the point a migrant's visa application is received or approved, or at the point a migrant visa is sent out or collected.</li> <li>▪ Consider utilising on-shore touchpoints, such as family, church, schools and employer channels, to reach migrants after they arrive in New Zealand.</li> <li>▪ Leverage Immigration NZ's internal Customer Relationship Management tool, known as the 'Pro-Comms' system, to create opportunities for pre-ballot public relations (PR) and/or social media communications activity Note some leveraging of this system was added to the 2019 process.</li> </ul>
<p><b>Relevant practical content:</b> The current pre-departure content did not cover all the types of practical information that migrants required on arrival in New Zealand. This led to some migrants making choices or taking actions that could negatively impact their wellbeing in the long term.</p>	<ul style="list-style-type: none"> <li>▪ Prioritise the practical messages provided within the pre-departure content based on potential to impact migrant wellbeing in the long term. For example, improving English through free courses that are available, learning how to maintain a warm and dry home, ways to avoid debt, considerations for finding a partner a job should all be included.</li> <li>▪ Within the seminar, link the key differences between New Zealand and their current country to practical tips and advice. For example, it is cold in New Zealand so you need to buy warm clothes when you arrive, and you will need to learn to how to heat your home.</li> <li>▪ Actively promote that more content is available on the New Zealand Now website to build awareness among migrants that want to independently research more detail on settlement.</li> </ul>
<p><b>Format:</b> How information was presented impacted on both comprehension and message uptake. The key barriers to engagement were the amount of written information, the length of the seminars and English being the dominant language used in the seminars.</p>	<ul style="list-style-type: none"> <li>▪ Simplify information to ensure it is easy to understand</li> <li>▪ Present information in a format that is culturally relevant.</li> <li>▪ Reduce the presentation length or consider replacing with other communication methods such as a video presentation in local languages.</li> </ul>
<p><b>Cultural competency:</b> There was a level of cultural disconnect between the way in which information was delivered, and the way that many Pacific migrants talk about how information should ideally be shared and processed</p> <p>Staff interviewed in Phase 1 indicated that the 2018 pilot materials were not developed through a formal process of cultural engagement that would have ensured resources accurately reflected common Pacific values and cultural norms.</p>	<p>Immigration NZ could consider the following:</p> <ul style="list-style-type: none"> <li>▪ Develop a clear internal process to ensure all future resources are developed to reflect an agreed set of cultural principles relevant to PAC/SQ migrants, and that all resources are developed, and/or peer reviewed by Immigration NZ and Visa Services Pacific staff with the necessary expertise and knowledge of what works best in their local and cultural contexts.</li> <li>▪ Provide all content in local languages to aid comprehension and message uptake.</li> <li>▪ Build in more opportunities and touchpoints that allow for settlement information and support to be delivered through oral storytelling, PAC/SQ migrant voices and face-to-face guidance.</li> <li>▪ Off-shore: Work more closely with Visa Services to develop and sense-check content.</li> <li>▪ On-shore: Immigration NZ can foster and nurture community partnerships to offer more on the ground settlement support to PAC/SQ migrants when they arrive via churches, New Zealand based families, schools, and community-based face-to-face information providers.</li> </ul>

**Table 9: Summary of challenges and future optimisations for current pre-departure settlement information resources**

Resource	Key challenges identified in Evaluation	Recommended optimisations for INZ consideration
Pre-departure seminar	<p>Timing, most migrants not mentally and emotionally ready to receive settlement information.</p> <p>Length – migrants and staff felt the seminar was too long.</p> <p>Format - written information in English.</p> <p>Lacked practical tips on key settlement issues and challenges that have the potential to impact migrants in the long term.</p> <p>Presentation of settlement emotional journey slide and cost of living tool too complex for many migrants to understand.</p> <p>Content was felt to be delivered in a passive way by presenters and lacked interaction with the audience.</p> <p>The logistics of preparing for the pre-departure seminar were challenging, and Visa Services Staff felt under-resourced to cope with the set-up, presenting the visa application section of the seminar, and in some countries running the job profiling interviews.</p>	<ul style="list-style-type: none"> <li>▪ All content provided in local languages to aid comprehension.</li> <li>▪ Prioritise those practical messages that have the potential to impact migrant wellbeing in the long term, i.e. improving English through free courses available, learning how to maintain a warm and dry home, avoiding debt, considerations for finding partner a job.</li> <li>▪ Work through the cost of living tool calculator during the seminar so migrants can familiarise themselves with the tool in a supported way. Researchers recommend using examples of Auckland and out of Auckland costs to reinforce the differences in costs of living in different parts of New Zealand.</li> <li>▪ Make the settlement section of the pre-departure seminar more engaging by making the session more interactive, and less about a presenter-led delivery of written content.</li> <li>▪ Include a co-presenter that is a past ballot winner, now on a PAC/SQ visa living in New Zealand to share and impart their experiences of settling in New Zealand and answer any questions from future PAC/SQ migrants.</li> <li>▪ Seed the idea that migrants and their families based in New Zealand can access further help and support in New Zealand once they arrive, for example from the Citizens Advice Bureau.</li> <li>▪ Work more closely with Visa Services staff in terms of planning content and preparing seminar logistics.</li> <li>▪ Consider developing an agreed role for Visa Services in settlement information delivery and logistical support for settlement seminars.</li> <li>▪ Work to optimise the logistics of the seminars, clearly identifying the roles of different Immigration NZ staff involved.</li> <li>▪ Use Visa Services or locals to test the information to be provided before communication.</li> <li>▪ Record settlement seminar attendance to provide data against which reach of information resources can be measured over time.</li> </ul>
Getting to New Zealand checklists	<p>Many migrants did not use the settlement checklists as they were unsure how to go about asking their family questions of this nature.</p> <p>Other more prepared migrants felt the checklists were less relevant for them, as they knew this information already.</p> <p>This checklist format is better suited to more tangible parts of the process such as finding a job or preparing visa documentation.</p>	<ul style="list-style-type: none"> <li>▪ Consider removing Sections 1 (Learn how New Zealand is different) and 4 (Get ready for New Zealand) of the 'Getting to New Zealand' checklists as few migrants looked at or used this part of the resource.</li> </ul>
Talanoa videos	<p>Only developed for Samoa</p>	<ul style="list-style-type: none"> <li>▪ Given the success of the Talanoa videos in reaching and engaging SQ migrants, consider developing resources that is tailored to each of the PAC countries.</li> <li>▪ Convey some of the practical topics relating to settlement through a Talanoa style video, e.g. experience of buying a car, finding an English course, buying second hand furniture instead of hire purchase.</li> <li>▪ Talanoa style videos can also be used to show where migrants can go to access guidance and support when they arrive in New Zealand, for example, talking to their employer, Citizen's Advice Bureau, budgeting advice, Plunket etc.</li> <li>▪ Create videos for all PAC nations in their local language with stories from migrants. Opportunity to share these videos across multiple channels to maximise reach, for example, playing videos in waiting areas at Immigration NZ offices off-shore, sharing on social media, including in pre-departure seminars, providing video content directly to migrants on a USB for those with access to a PC. Smartphone access is high in Fiji (99% from post seminar questionnaire) and Kiribati (95%), but lower in Tonga (65%), Samoa (52%) and Tuvalu (47%).</li> </ul>

## The development and delivery of resources that reflect Pacific values

Using common Pacific cultural values as foundational guide principles for a future information strategy for PAC/SQ migrants.

In order for an information strategy to be delivered in an engaging, meaningful and impactful way, it must be guided from development through delivery by the cultural values that guide the motivations, attitudes and behaviours of Pacific Peoples.

The diagram below uses the Kapasa framework of common Pacific values developed by the Ministry for Pacific People and illustrates how they can be used as the foundational principles for a future information strategy for PAC/SQ migrants and how it can inform messaging and the way information is communicated to migrants.

**Table 10: Summary of implications for future resource development from a cultural values perspective**

Kapasa value	Why is it relevant and important to PAC/SQ migrants	Implications for messaging and delivery
Family	A powerful motivator for applying for PAC/SQ visa and could be reflected in messaging and information delivered to migrants.	<p>The impact on family wellbeing can be a useful lens through which to communicate choices and actions a migrant could consider during the settlement period, e.g.</p> <ul style="list-style-type: none"> <li>Improving English through taking a language course can improve job opportunities and income available to their family.</li> <li>Saving money and budgeting well will help provide for their children and their school costs.</li> <li>Avoiding debt means more money in the long term to send to family back home.</li> <li>There are services available to provide help to care for their family (Plunket, Work and Income etc.).</li> </ul>
Reciprocity	<p>The role of written information is somewhat limited as on its own it can feel inaccessible and overwhelming to migrants without the support of someone they trust to guide them through what to do.</p> <p>Expecting migrants to navigate written information without the help and care of someone they trust falls outside of everyday cultural norms and practices.</p>	<p>Immigration NZ could build in greater support to guide migrants through the settlement information they provide through inviting a successfully settled PAC/SQ migrant to co-present the settlement section of the pre-departure seminar.</p> <p>There is a need for PAC/SQ migrants to be guided or shown how to do to things when they arrive in New Zealand. Immigration NZ could train and nurture a network of successfully settled PAC/SQ migrants to reach out and connect with migrants in their first 3-6 months in New Zealand. These settlement 'ambassadors' could help migrants develop a settlement plan and help them access accurate information and support services to best meet their settlement needs.</p>
Collectivism and Communitarianism	Information could highlight the important role of collectivism and communitarianism in a migrant's settlement experience - the importance of support a family or community can provide, especially when migrants first arrive.	<p>Explaining working towards becoming independent in New Zealand can benefit the wellbeing of a migrant's family/community in their home country in the long term.</p> <p>Highlighting that support is available in New Zealand if you do not have a strong family or community base in New Zealand, for example the Citizens Advice Bureau.</p>
Respect	<p>In the context of pre-departure seminars, respect can lead to migrants not wanting to ask questions of Immigration NZ as they do not want to lose face in front of this important Government agency.</p> <p>The notion of respect can look and feel very different in the New Zealand context, and can sometimes lead to migrants not speaking up and asking for help from people in positions of power, e.g. employers, landlords etc.</p>	<p>Communicating that working hard for your employer everyday demonstrates your respect, is a positive message that resonates well with migrants.</p> <p>However, it is important to explain that <i>mutual respect</i> is important in New Zealand and every migrant has the right to be treated fairly when they move to New Zealand. If migrants need help, there are places to go to seek help. Asking for help is not seen as a sign of disrespect in New Zealand.</p>
Belief in Christianity	Worship and feeling part of a religious community is central to Pacific life and was identified by migrants as a key contributor to feeling 'settled'.	Explain that there are many different churches migrants can attend when they move to New Zealand, many of which have been set up to help connect migrants with a church that is relevant for them. Immigration NZ can work more closely with Pacific churches to empower them to provide better on the ground support and guidance to migrants when they first arrive.



## Future information delivery

It is important to recognise the limitations of written information in connecting with the PAC/SQ migrant audience, the lack of existing touchpoints available to Immigration NZ, and the need for greater guidance to help migrants access and navigate the settlement information available to them on arrival. There are opportunities to communicate key settlement messages through a variety of channels to maximise reach and engagement. The following are researcher suggestions around how this information delivery could evolve.

### Role of video story telling

Talanoa style videos showcasing a range of migrant stories.

- Contain a mix of emotional and practical messages.
- Contain stories about reaching out and accessing help in New Zealand.
- Can be shared across a range of touchpoints across the PAC/SQ journey and made available for individual consumption via social media or links sent to email.

### Role of social media

Potential to use social media to create new touchpoints between Immigration NZ and migrants which can be used to communicate settlement information closer to departure - when migrants seem more 'ready' for this kind of information. Many migrants talked about owning smartphones, and the post-seminar questionnaire would suggest over half of ballot 'winners' have access to a smartphone. Many also mentioned having access to data and being active on social media, mainly Facebook, Facebook Messenger and What's App, indicating that social media is part of many migrants' everyday lives. There is potential to create interactive groups for PAC/SQ migrants to join and support each other through their journey – pre-departure and on arrival.

### Role of internal communication platforms

Immigration NZ uses the Engage platform to message applicants and Licenced Advisors representing applicants, via email or text message. Currently, messaging is sent to acknowledge receipt of registrations and to communicate the outcome of the ballot draw. In 2019, the message included a link that people can go to, to find out information about living and working in New Zealand. This system could be used to deliver key settlement messages to ballot 'winners' and migrants at key points in their migrant journey.

### Role of community partnerships and face-to-face support

**Churches:** Churches may also be an important way for Immigration NZ to reach PAC/SQ migrants once they arrive. Immigration NZ could provide training and support to churches about how to support PAC/SQ migrants on arrival.

**A community based, face-to-face information provider:** Acting as a gateway to a range of services and providing an important source of accurate information and a safety net for migrants who do not have support. An example of this kind of information provider could be the Citizens Advice Bureau (CAB), which Immigration NZ has an existing relationship with. CAB has a strong nationwide and face-to-face presence and is relatively well known by everyday New Zealanders to help direct migrants to their services. Immigration NZ could work more closely with CAB to ensure they have the relevant training and resources to support the specific of needs of PAC/SQ migrants (e.g. language support). While Immigration NZ currently promotes the services of InfoNOW, their multilingual settlement information phone service, this service does not provide face-to-face support. Consistently communicating a single point of support with multiple referral pathways across all migrant touchpoints is likely to be more effective than overloading migrants with the full range of support services available in New Zealand.

### Possible role of future Immigration NZ support initiatives

**Settlement Ambassadors:** Immigration NZ could create a network of newly settled PAC/SQ residents, permanent residents or NZ citizens, or Pacific volunteers from PAC/SQ countries, trained by Immigration NZ and provided with a

database of support resources to assist PAC/SQ migrants when they first arrive. Settlement Ambassadors could be based around the country and be available for face-to-face check-ins, calls or texts to offer support as needed. This programme could be similar to the Refugee Support Volunteer Programme run by the Red Cross. A key challenge to this initiative is likely to be the time and cost investment, and the unpredictable timing of PAC/SQ migrant arrivals throughout the year.

**Immigration NZ Settlement Outreach Officer:** A new role that could be created that works closely with Settlement, Pacifica Labour and Skills staff and Pacific Relationship Managers to provide settlement guidance and support to PAC/SQ migrants within their first year of settlement. A core part of this role could be proactively contacting newly arrived PAC/SQ migrants, checking in on their settlement progress and identifying any unmet needs for further information or support. Initial contact could be made through the migrant's employer (contact details that Immigration NZ may be able to access via the migrant's visa application) and through referrals from Citizens Advice Bureau or Pacific churches.

The following two figures summarise the core recommendations for the pilot resources going forward.

Figure 10: Recommendation for ideal future information strategy for PAC/SQ migrants

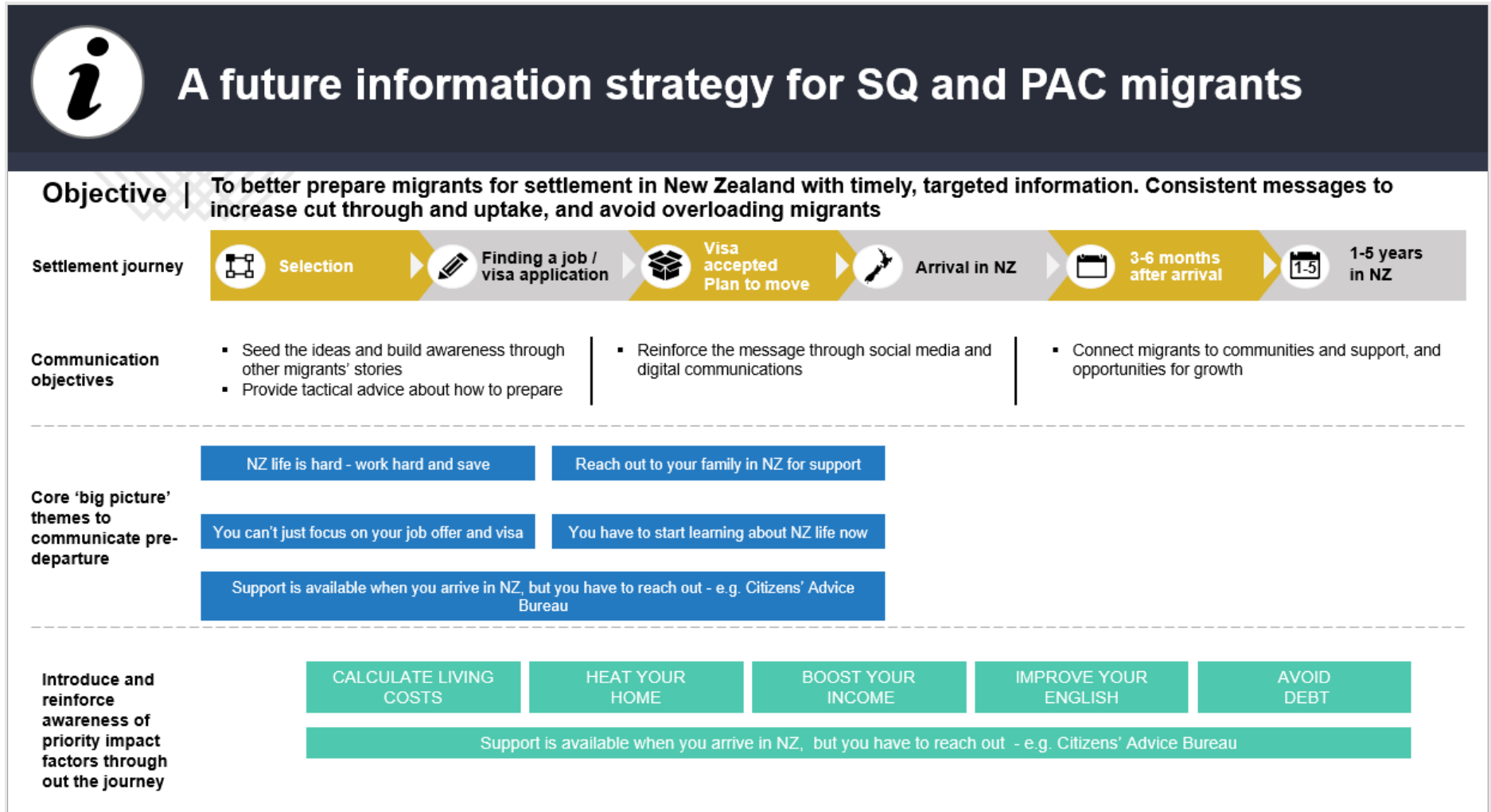
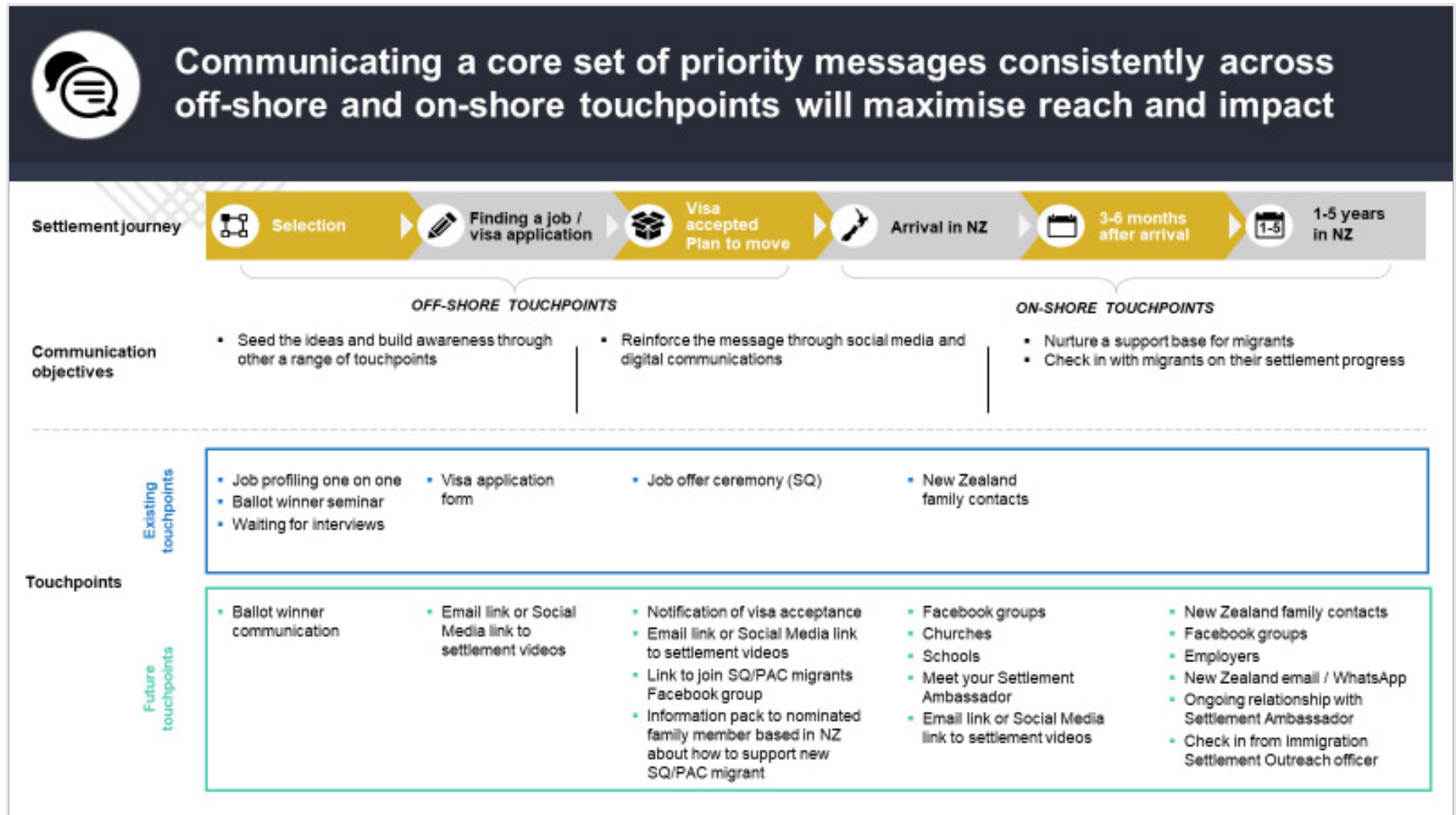


Figure 11: Recommendation for ideal future touchpoint strategy for PAC/SQ migrants



With clear, consistent messaging, new touchpoints and the provision of greater post-arrival onshore support, PAC/SQ migrants are likely to feel more equipped to face the complex array of settlement challenges and work towards achieving their settlement aspirations of building a successful life for themselves and their children.

# Appendix A – Glossary of key terms used in this document

**Ballot ‘winners’** – people who have been informed that they were successful in the SQ or PAC ballot and can proceed to apply for residence in New Zealand. They have not yet migrated to New Zealand. These people may or may not go on to become migrants.

**Migrants** – used to refer to those who have migrated to New Zealand.

**Post-ballot sessions/session** – The full session ballot ‘winners’ were invited to attend, including the seminar, the job profiling interviews and being provided with the information packs.

**Seminar** – the group presentation showing the PowerPoint resource ‘Planning to succeed’ containing information on the visa application process, job information and pre-settlement information. The PowerPoint presentation can also be referred to as the seminar.

**Job profiling interviews** – interviews held between ballot ‘winners’ and their families and Immigration NZ’s Pacifica Labour and Skills Staff where information is collected regarding work experience and skills that begins the job application process of finding work through a PQE employer.

# Appendix B – Detail on barriers to successful settlement identified from Phase 2

## **Migrant interviewees raised several issues or challenges that made settling into New Zealand life difficult:**

**Meeting the high cost of living in New Zealand on a low wage.** Almost all migrants identified the cost of living as the biggest challenge they faced when moving to New Zealand. Many talked about the need to budget carefully week to week and indicated there were things they could not afford to buy which impacted on how 'settled' they felt. Common examples included not being able to afford furniture or the electricity bill for heating during the winter. While many migrants said they were aware life in New Zealand was expensive, they felt the reality was worse than they expected, particularly for those living in Auckland. Some migrants were already looking around for new jobs that offered better pay and were considering moving out of Auckland or bigger cities to take advantage of a lower cost of living. Researchers note that only a few migrants talked about accessing further training or education in the long term to improve their job opportunities and future earning potential, which could have a future impact on PAC/SQ migrants' career progression and upward mobility as suggested in the document review earlier in this report. However, this is unsurprising given the migrants in this research were very early in their settlement experience. Further training and education, if considered at all, is likely to be a longer-term focus for migrants.

*"The current pay is not enough for our family. Our current income is not enough. We are not saving. Our starting rate does not meet the cost of living." Migrant*

*"Our rent was higher than we expected and income after tax was not as much as we hoped so it was a stretch and we needed our savings. Of course, our currency was halved too so the savings didn't last very long. We were quite stressed. Things weren't working out." Migrant*

**Limited English.** Many migrants interviewed, except for those from Fiji who typically had high levels of English, recognised that having limited English was a barrier to being independent and settling well into New Zealand. For some migrants, having limited English meant they relied heavily on friends and family with better English to help them access support and services they needed, such as filling out forms for property applications, tenancy agreements, applications for government benefits and allowances etc. Some also talked about how their low English confidence was a barrier to engaging with English-speaking colleagues at work, asking for help, and researching information online.

*"We don't speak much English, especially my husband. We need to speak and learn English from our co-workers." Migrant*

**Struggling to find place to live.** Many migrants in the research sample talked about the challenge of finding a place to live. Issues raised included affordability, availability, saving for bond, knowing how to carry out a property search in New Zealand, and preparing a successful application without New Zealand references for rental and employment history. Affordability and availability appeared to be significantly harder for migrants living in bigger cities than those in the regions. Some migrants reported securing a rental property could take up to 3-4 months. Many migrants interviewed regarded the rental property search as a stressful time, which for some, led to feelings of guilt and frustration around overstaying their welcome with friends and family, and not feeling independent. Those migrants who were employed by Pacific Quota Employers had fewer issues around finding a place to live, as some employers provided employee accommodation, or could help employees pay for their bond on a rental property via a cash advance that would be deducted from future pay.

*"Our friends said it could take 3-4 months to find a place to rent. I think property managers find it hard to give newcomers a place." Migrant*

**Partner or spouse cannot find work/unable to work around childcare commitments.** Many of the partners/spouses of the principal PAC/SQ applicant interviewed talked about wanting to find a job to boost their household income but felt constrained by needing to find a part time job during daytime hours to work around their family's childcare needs. Some migrants and their partners/spouses talked about how many jobs for PAC/SQ migrants involved working night-shift, however both adults could not do this if there was a child at home overnight. Some partners/spouses felt frustrated about the limited job opportunities available to PAC/SQ migrants that were child-friendly.

*"I want to work too. Not just my husband. But we can't both work night shift. They say people from our country have to work night shift for the first few years, and then they can get a job in the daytime. Who will care for my daughter? It is easier if I was working too. Now we have to pay rent and car loan from one income." Migrant*

*"We need more money so I need a part time job. We didn't know when we came here about New Zealand law. Our son is 12 years old, he can't stay alone." Migrant*

**The cost of maintaining a warm, dry home.** Most of the migrants spoke about the challenges of keeping their homes warm through the winter, unsurprising given that interviews were carried out in the winter season, which for many migrants was their first experience of a New Zealand winter. The challenges of coping with winter were particularly pronounced for migrants living in the South Island, where migrants were often exposed to their first experiences of snow and icy conditions. For many, the key challenge was around affording the cost of heating their home. Across the fieldwork period, researchers observed that migrants appeared not to understand the impact of a cold, damp home on their wellbeing, and the wellbeing of young children. Researchers also note that migrants appeared not to know where to go to find information about how to heat their homes effectively.

*"Winter in the South Island is very cold. The house is so cold, but it is my brother-in-law's house. He says we have to wait to use the heat. So we sit inside like this with big jackets and our hats."*

**Incurring debt.** Many of the migrants interviewed had incurred some form of debt since arriving in New Zealand. The most common examples of debt included obtaining a car loan through a car dealership or buying furniture or whiteware on hire purchase. Many migrants saw the option of these kinds of loans as helpful as they could purchase goods with little or no deposit and could pay off the purchase in instalments over time. However, very few migrants appeared to understand the true cost of these loans, the impact of interest payments on their weekly budget, and the long-term impact of debt burden on their wellbeing. Migrants that were interviewed who had incurred debt, appeared to have been advised by friends and family living in New Zealand to take up zero deposit loans and hire purchase options.

*"We planned to buy a car. We looked on the internet for second hand cars. We didn't pay anything upfront. The car dealer was pushing it on us. We know now that we can't pay it off early without a penalty. We know now we are going to pay double the cost of the car." Migrant*

**Having little or no support.** For many migrants, friends and family living in New Zealand were their first port of call when they arrived, and their primary source of settlement support. However, there were several examples across the research sample where a breakdown in family relations, or a change in family circumstances, resulted in the PAC/SQ migrant being asked to leave and find their own place to live and/or become more independent. Within this context, some migrants were left feeling isolated and vulnerable, and ill equipped to navigate life in New Zealand without the support and guidance of family. Very few migrants were aware of alternative non-family sources of information, advice and guidance in New Zealand, and many did not feel confident using the internet to source information about living in New Zealand.

*"We had some problems living together with my brother. His wife threw us away. I am sad and mad at him. When we need to know something from him, he came first. When I ask him, he gets mad. We are alone now and we have 4 children. I didn't know what to do." Migrant*

*"There are a lot of people from my country here but we don't know each other. I feel shame asking a new person for help but we really needed help. We had nowhere to live." Migrant*

**Lack of information on New Zealand systems and low levels of confidence around online searching for information and advice.** Many of the migrants interviewed said they did not know how to search for the information they needed about living in New Zealand, for example, information about government benefits and allowances, utility providers, public transport, employment opportunities, and community activities and events. Some talked about being unsure of what search terms to enter in a Google search to find the information they were looking for, and some migrants who managed to find the websites they were looking for, felt website navigation and the English language used was difficult to understand. Some migrants suggested they had little need for online searching back in their home countries, and explained if they did not know something or needed to find something out, they would typically ask someone to explain or show them what they needed to know, instead of searching online.

# Appendix C – Overview of pre-settlement information delivered in 2017 and 2018

The following table provides an overview of the differences between the resources delivered in 2017 and 2018 – the delivery of the 2018 resources will be discussed in more detail in the next section.

**Table 11: Pilot resources provided by country across 2017 and 2018**

COUNTRY	SAMOA		TONGA		FIJI		KIRIBATI		TUVALU	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Pre-registration fact sheet	no	no	yes	no	yes	no	yes	no	yes	no
Seminar (PowerPoint presentation)	no	yes	yes	yes	yes	yes	yes	yes	yes	yes
4-step A5 Checklist	no	yes	yes	yes	yes	yes	yes	yes	yes	yes
SQ Talanoa videos	no	yes	no	no	no	no	no	no	no	no



# Appendix D – Review of pilot resources against the Kapasa framework and cultural communication guidelines

**Table 12: Review of resources against the Kapasa framework**

Pacific Value	Kapasa definition of value	Migrant experiences of value	Evaluation of resources against value	Researcher suggestions to improve cultural competency
Family	Pacific peoples live in extended families. The family is the centre of the community and way of life. Every person belongs to a family, aiga and kainga and belonging. Ancestry and a sense of place involve a kinship with what and who has gone before.	Migrants interviewed acknowledge that improving their family wellbeing is at the heart of their motivation for coming to New Zealand. The extended families of migrants based in New Zealand play an important role in the settlement of many migrants once they arrive in New Zealand. Throughout their journey and settlement in New Zealand, migrants are focused on the needs of their immediate family, as well as trying to demonstrate their love and support to family back in their home country.	Resources acknowledge ballot 'winners' will be coming with immediate family to New Zealand and urge them to talk to family and friends in New Zealand about jobs and their own experiences of living in New Zealand. Little in the resources acknowledges the extended family group, the impact of leaving their family, aiga or kainga and ways to adjust to this change once in New Zealand.  The resources do not identify where migrants can go for support and guidance in New Zealand in the absence of having family to lean on in New Zealand.	Identifying and communicating locations of strong communities for each nationality around New Zealand to aid with decisions around where to settle.  Explaining the visa rules for extended family visits, future immigration.  Showing video clips of migrants talking about their experiences moving away from their extended family group and ways they have had to adjust their life because of this.  Explaining the impact of debt through a lens of family wellbeing may help migrants connect with the importance of good financial habits such as budgeting, saving and avoiding debt. For example, if migrants overcommit themselves in the short terms through getting into debt that will negatively impact their ability to care for their immediate family in New Zealand and their family back in their country.
Collectivism and Communitarianism	Most Pacific peoples are communal people. Their way of viewing the world and doing things is mostly driven by what is commonly perceived as acceptable to the community. This includes teamwork, consultation and co-operation, with all members striving to work together to achieve	There were many examples of migrants living communally with family and friends in New Zealand. For some migrants, this communal living was an important part of their settlement experience, as they could share living costs and rely on help and support of family as they navigated New Zealand life.  There were some examples where migrants were actively trying to keep their distance from their cultural community in New Zealand because of a fear of getting too	The resources do not seem to particularly acknowledge this value. One of the key messages migrants take out of the pre-departure seminar is around being independent in New Zealand. However, given the importance of collectivism in their culture, this can be a difficult concept to understand, both in emotional and pragmatic terms.  One study <sup>1</sup> covered in the document review highlighted some impact from this value at times on differences in workplace expectations	Discussing implications for budgeting and self-sufficiency of living more independently of the larger group.  Explaining the role of independence in the short term to benefit the collective good in the long term has the potential to resonate more strongly with PAC/SQ migrants.  Workplace differences could be highlighted more in some resources, especially in the context of an individualistic society versus a collective one.

<sup>1</sup> Pacific people's workforce challenge: accelerating the advancement of pacific people in the workforce, The Southern Initiative, Ministry of Business, Innovation and Employment and Auckland Co-Design Lab

Pacific Value	Kapasa definition of value	Migrant experiences of value	Evaluation of resources against value	Researcher suggestions to improve cultural competency
	common goals through a consensual approach.	involved and needing to contribute financially to community events and rituals. This can leave migrants who are used to a collective culture without an important source of support once they arrive in New Zealand.	between employers and Pacific workers. The resources in Samoa covered workplace expectations in terms of working hard, speaking English and being honest and reliable, but not how this may at times cause conflicts with cultural values, such as working on Sundays, taking time off for community events such as funerals.	
Reciprocity	Acknowledging the value of relationships and obligation of care between individuals and groups interacting for a shared purpose. Mutual help and interdependence are viewed as more effective than individualism.	Migrants shared many examples of mutual care and reciprocal relationships between PAC/SQ migrants and their New Zealand family/friends during the settlement period. New Zealand family supported migrants by providing them with a place to live, transportation, paying for bills, while migrants tried to contribute money to household costs, helped with housework, cooking and childcare.  Many migrants refer to mutual help and interdependence as part of their everyday lives back in their home countries. For many migrants, they are more likely to turn to one another for guidance and advice when they need help with something than looking to written information or searching online for what they are looking for.	There is little recognition of the value of reciprocity in the pilot resources.  The impact of written pilot resources on migrant settlement experiences is likely to be limited given that migrants are more accustomed to being 'shown' the way by family and friends.  Beyond asking family questions about New Zealand life, the resources do not explicitly talk about the valuable role a migrant's family based in New Zealand can play in their settlement experience.  The Talanoa videos were a good example of reciprocity in terms of migrants sharing their stories to help others.	Through the lens of reciprocity, resources could communicate to migrants how family in New Zealand can help to support migrants when they arrive, i.e. how staying with family can help the migrant save money, learn about New Zealand life through observing how their family goes about their everyday life in New Zealand in terms of shopping for groceries, getting around, interacting with schools, employers and other organisations and services, and where they go for support and help when they need it.  There may also be an opportunity to provide targeted resources to families of migrants living in New Zealand about how they can support migrants settle into New Zealand.  The value of reciprocity could be used more to explain aspects of life in New Zealand. For example, to explain commitment to a New Zealand employer who provided a job and the sort of benefits they might offer in return for loyalty and hard work.  Many migrants also talked about extending this reciprocity of care towards future PAC/SQ migrants. Through providing advice and guidance about settling in New Zealand.
Respect	Pacific peoples learn from an early age to show respect when relating to one another. This is an expected behaviour, including respect towards elders, parents, women, children and people in	Interviews with migrants suggests that the cultural value of respect and 'keeping face' can prevent migrants from asking for help, particularly of those in positions of authority such as employers, pastors and landlords.	There was some sense from Pacific Labour and Skills staff interviewed that by having large seminars with diversity of age and status present (for example local chiefs), people would never ask questions as this was not seen as respectful to those with higher status. There was also a feeling from Settlement staff present that staff from	Giving ballot 'winners' more opportunities to ask questions in an informal, non-threatening environment, in smaller groups, or through a medium such as Facebook where they are more anonymous, is likely to result in greater understanding of the content.  Using the concept of respect that Pacific migrants have a strong affinity with can be used to explain mutual respect, i.e.

Pacific Value	Kapasa definition of value	Migrant experiences of value	Evaluation of resources against value	Researcher suggestions to improve cultural competency
	positions of authority. Respect includes keeping face, acknowledging someone's status and observing proper etiquette.		Immigration NZ were viewed as authorities and therefore some ballot 'winners' may not feel able to ask questions openly, even in one-on-one sessions. Most of the SQ migrants clearly recalled the example of respecting their employer through working hard and going to work every day shown in the Talanoa video, which suggests this message had cultural relevance, and was easy to engage with.	being a good employee/tenant shows respect to your employer/landlord, but they too have to show respect to you and treat you well (i.e. provide good conditions, treat migrant fairly etc.)
Belief in Christianity / spirituality and religious practices, customs and protocols	An emphasis on Christian spirituality and religious practices, and customs and protocols. This will have developed over time and are the traditional or accepted way of doing things.	Finding a church to attend is an important milestone for many of the migrants interviewed. For some of the migrants interviewed, their church was an important source of settlement support, offering donations of furniture, access to carpools etc. Some migrants found it hard not being able to find a church to go to, or being unable to attend church due to working shift or weekend work.	Migrants acknowledged and appreciated presenters opening and closing the seminars with a prayer. There does not appear to be any recognition of the importance many in the Pacific place on Christianity in the pilot resources, and identification of churches as a source of settlement support. Current resources do not provide any information about how to find churches of different denominations and or Pasifika churches that conduct services in specific Pacific languages, and/or have a significant Pasifika congregation.	Providing information on areas where different churches are located, or how aspects of religion might impact decisions, such as not being able to work on certain days, expectations of leave around bereavements, employers who have links to churches or recognition of religious protocols.

**Table 13: Review of the pilot resources against the cultural communication guidelines identified by Pacific-based Visa Services and Pacifica Labour and Skills staff**

Communication guideline	Evaluation of resources against guideline	Evaluation of resources against migrant perceptions and experiences	Researcher suggestions to improve cultural competency
Resources are able to be understood	Resources are generally considered to be simple enough to understand by most English speakers, but as some attending the seminars do not have good English, there is concern that much will not be understood. Lower levels of education in some markets, especially Kiribati, were also noted as something that may make some aspects of the presentation, for example the cost of living tool, harder to understand quickly.	Resources were understood by some but not all due to use of English as the main language of the pre-departure settlement information resources. The format of some of the resources also created barriers to comprehension and message uptake. Specifically, this included too much written information and complexity of the cost of living tool in the pre-departure seminar, and the checklist format of settlement information questions to ask in the 'Getting to New Zealand Checklist'. The Talanoa videos were much easier for SQ migrants to engage with and understand, reflected by their strong recall of the messages contained within this resource. This was likely driven by the use of local language and the story-telling approach which is a key part of Samoan culture.	Present key information in local languages. Build in alternative non-written methods of communication into the seminar to help migrants engage and process key settlement messages e.g. more storytelling from previous migrants, more interactive exercises such as break out group discussions and role-plays. Throughout the seminar, provide more verbal guidance to help migrants navigate written content and internalise key messages, especially for more complex aspects of the seminar, such as the cost of living tool. Test information to be presented with local Visa Services staff to ensure understanding prior to widespread usage.
Resources recognise the differences between Pacific nations	The resources were customised for each nation in terms of photos used and using local language for key dividers. Information on different procedures required in each country were well covered in the Visa Application section. Most settlement information was generally generic, except for Samoa with the Talanoa videos and some additional information on aspects such as driving, workplace practices etc.	Migrants acknowledged and appreciated seeing people from their home countries and other migrants represented in the resources. The use of photos of people from their home country and local language used on divider slides in the pre-departure seminar helped build connection and personal relevance with migrants. The Talanoa videos were particularly effective at communicating the differences between the New Zealand and Samoan way of life.	Information could be better customised to each local market, using locals as advisors. Customisation could include recognising the variations of literacy and English proficiency among nations, identifying where New Zealand differs from local laws (e.g. wearing seatbelts) and referencing locations and activities in New Zealand that are specific to those from each country, e.g. relevant churches for different Pacific nations, parts of New Zealand where specific Pacific nations are well represented.
Resources include positivity	In some markets, the seminars began with a positive message around 'congratulations on winning the ballot' and the positives this could bring for their families. The settlement information presented was considered to be fairly negative, but this needs to be balanced with the need to temper expectations.	The use of photos of happy migrants living and working in New Zealand, and sharing of positive settlement experiences through the Talanoa video resonated with many migrants, and helped to balance the sometimes 'hard-hitting' realities of settling into New Zealand life.	Positive stories of how other migrants managed things when they arrived in New Zealand to achieve a positive settlement experience could be included in additional photos and video content. Start in all markets acknowledging the potential positive impact winning the ballot could have on people's lives.
Resources use humour - carefully	Humour is considered useful for engagement but must be appropriate to the local culture and respectful. A local may be able to get away with humour that if presented by a non-local could be deemed as rude or culturally insensitive. There is a risk of appearing too casual, where the hierarchy is not recognised. Humour was not included in the resources, although aspects of	Some migrants acknowledged and appreciated the use of humour by Settlement staff in delivering pre-departure seminars as it helped to create a more relaxed environment during the seminar. There was no mention from migrants that the humour used was insensitive in any way.	Look for more opportunities to include appropriate humour in the resources. Humour could be connected to local interests, for example rugby or other sports. Settlement staff could do a practice run of any humour they intend to use with local Visa Services staff to check for any unintended consequences.

Communication guideline	Evaluation of resources against guideline	Evaluation of resources against migrant perceptions and experiences	Researcher suggestions to improve cultural competency
	<p>the Talanoa videos did make people laugh.</p> <p>Settlement staff began to use humour in their verbal presentations to build rapport.</p>		
Resources recognise national pride	Pacific migrants often have a desire to represent their country well in New Zealand, to bring honour on their home country through their behaviour and success. This is not represented in the materials.	<p>Some migrants talked about the importance to them of celebrating cultural events from their home country in New Zealand, including cultural dance events, celebrating national Independence Days etc to maintain a connection and show respect to their home country.</p> <p>For some migrants, the photos of people from their home countries tapped into their sense of national and cultural pride.</p>	Consider dialling up national pride aspects in the welcoming introduction, and showcase examples of Pasifika celebrations from different Pacific nations through video footage and photos.

# Appendix E – List of Pacific Settlement documents reviewed for this evaluation

Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2018

The settlement experience of Pacific migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, March 2019

Migrant consultations findings report, MBIE, 2018

Southern Initiative Report - Pacific People's Workforce Challenge

Southern Initiative Report - Creating a prosperous, resilient South Auckland where children and whānau thrive

Southern Initiative Report - Pacific Peoples Progression in the Labour Market: A Literature Review

Statistical Analysis of Ethnic Wage Gaps in New Zealand, The Treasury, 2018

Pacific adults' literacy, numeracy and problem-solving skills, Ministry of Education, Paul Satherley, 2018

Housing and Health of Kiribati Migrants Living in New Zealand (journal), International Journal of Environmental Research and Public Health, 2017

The Long-Term Impacts of International Migration: Evidence from a Lottery (discussion paper), Institute for the Study of Labour, 2015

Immigrants from the Pacific: "Drain on the Economy" or Active Participation in the Labour Force, Richard Bedford, University of Waikato, Published in Asian and Pacific Migrant Journal, Vol. 19, No. 3, 2010

Literature Review on Pacific Migrants Settlement in New Zealand, Kaita Sem, 2016/2017

How important is selection? Experimental vs non-experimental measures of the income gains from migration, Motu Economic and Public Policy Research, 2006

Understanding Pacific Migrant Journeys - qualitative report Kantar TNS, 2017

# Appendix F – Phase 1 report

**Evaluation of the Samoan Quota and Pacific Access Category pre-settlement information pilot – Phase 1 report:  
Findings to inform development of resources**

<https://www.mbie.govt.nz/dmsdocument/11520-evaluation-of-the-samoan-quota-and-pacific-access-category-pre-settlement-information-pilot-phase-1-report>

# Appendix G – Cultural Review

## Cultural Peer Review

Dr Teena Brown Pulu

In my professional capacity as a Pacific anthropologist specialising in ethnographic research on the Kingdom of Tonga and its Auckland diaspora I have been asked to write a cultural peer review. This brief review assists in making cultural sense of the *Phase 2 Report* by Kantar, an evaluation of the information pilot provided by Immigration New Zealand’s Settlement Unit for the Samoan Quota and the Pacific Access Category programmes.

Firstly, there were no tracked changes recommended on my part because the report presented a comprehensive summation of key findings gathered from interviews with participants of the Immigration NZ programmes for Pacific peoples. Also, the findings were contextualised in the detailed sections in which the evaluation questions were framed and concisely answered.

Secondly, the lessons highlighted from the evaluation process in terms of improving the design and delivery of settlement information for Pacific peoples were well founded in the data gathered from participant interviews. The recommendations were underpinned by the principle of “culturally relevant” information and communication methods, which means the content on settlement has to address the practical needs of Pacific families and be exchanged in the most culturally responsive way for their benefit to raise the collective capacity to succeed as migrants in a new country. As a Tongan academic who is actively involved with the Tongan Advisory Council in sharing information on community and bureaucracy networks to assist migrants settling into New Zealand society, there are social development gains in partnering with community organisations. In our community, we find that families arriving in New Zealand via the Pacific Access Category programme use their Tongan networks to seek out information and advice from established migrants who can draw on their lived experience. The system of exchanging knowledge between established and new migrants has cultural merit because Tongan, the mother tongue, is the language of communication and there is a high level of trust between people as fellow nationals and community members living in geographic proximity of one another.

Lastly, the research methods of qualitative *talanoa*-type interviews framed by the *kapasa* model of cultural communication complemented the evaluation process by enhancing the cultural integrity of the report. The researchers demonstrated a high-level of systematic transparency from the interviewing to the workshops provided to Immigration NZ staff and the write-up of the research process, findings, and recommendations. In addition, an evaluator telephoned me before I started the cultural review to contextualise the study and explain the various data sets that were integrated into the document. The pre-review conversation was helpful in clarifying what was being requested for the cultural peer review to add value to the sense checking process. From my cultural perspective, the report makes clear sense of complex data compiled from a variety of fieldwork interviews and institutional sources by empowering the voices of research participants, while at the same time, evaluating the key questions which the research set out to find answers to.